Maya Chen

Marketing Specialist

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SUMMARY

Marketing specialist with five years of experience helping brands find their voice through social media strategy, brand storytelling, and data-driven growth. Proven track record of turning creative ideas into campaigns that deliver measurable results.

EXPERIENCE

Northwind 2024 - Present

Senior Brand Strategist

- Lead brand storytelling and content strategy across digital channels, growing audience engagement 68% year over year.
- Direct creative direction for product launches, coordinating cross-functional teams of designers and copywriters.
- Built data-driven reporting framework that tied content performance directly to revenue.

Brightline Media 2021 - 2024

Social Media Manager

- Ran social media campaigns for 12+ client brands, averaging 3x follower growth within the first year.
- Developed content calendars and community management playbooks still in use across the agency.
- Launched a viral campaign that generated 4.2M impressions on a $5K budget.

SKILLS

Social Media Strategy | Brand Storytelling | Content Strategy | Data-Driven Growth | Creative Direction | Campaign Analytics

EDUCATION

B.A., Marketing - Toronto Metropolitan University, 2021