



Simpson 'Sy' Au

Copywriter and email marketer



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Vancouver, BC, V5V 4P4

EDUCATION

Digital Marketing Diploma

Canada Create Career College
Burnaby, BC

Bachelor's in Arts, Poli Sci and Econ

University of British Columbia
Vancouver, BC

Winning Proposals / Copywriting Certificate

Shiplee Associates And APMP
Remote

CERTIFICATIONS

Content Marketing

Hubspot Academy

Google Ads Creative Certification

Google Ads Search Certification

Grow Offline Sales Certification

Skillshop

SUMMARY STATEMENT

Experienced, results oriented copywriter and digital marketer. Led and wrote proposal responses that generated over 4 million US in revenue (technical and IT sales) over four years. Portfolio @ <http://syau.ca>

WORK EXPERIENCE

Practicum Student

Sept 2023 – Oct 2023

Convergence Tech / Vancouver, BC

Lead and work with marketing assistant in pursuing RFP responses, creating social media content and executing outbound campaigns.

- One month internship

Email Marketer and Copywriter

Nov 2022 - present

Avance Ideas / Vancouver, BC

While studying digital marketing, I worked on personal projects and gigs for past clients. Achieved 101% open rate (emails were opened more than once) in email campaigns.

- Tools used: Caard, Canva, Hubspot, Apollo, Leadrocks/UseArtemis, Sendinblue and Instantly.ai for email marketing / outbound campaigns.
- 2 month Email Marketing and Copywriting mentorship with Francis Nayan of <https://www.thenomadnewsletter.com> and <https://www.storiesandcopy.com>
- Content creation and copywriting; writing articles and info products on aging for millennials, wellness and health
- Part time freelance copywriter for one client

Academic Writing Specialist

Jul 2022 - Nov 2022

Studiosity / Remote

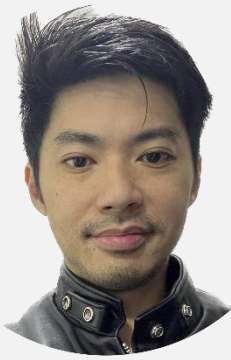
Tutoring university students on academic writing. Provide writing feedback according to Studiosity's "help, not answer" policy. Facilitate proofreading and editing for international students around the world. Explain writing errors.

Marketing Assistant, (promoted to Operations Lead

Oct 2021 - May 2022

Tiggy Delivery Corp / Vancouver

- Write content and blurbs for social media (Twitter, Instagram), email, and marketing materias
- Operations, administration and payroll, hiring and onboarding
- Writing standard operating procedures and safety guides



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EXPERTISE

- Marketing Strategy
- Brand Messaging
- Client Needs Assessment

- Planning and Forecasting
- Costing, Budgeting
- Proposal Writing

- Copywriting
- Content Management
- Campaign Implementation

- Search Engine Optimization
- Google, Meta Ads
- Google Analytics
- Semrush
- Squarespace and Wordpress

WORK EXPERIENCE

Freelance writer and business developer

Jan 2018 – Dec 2020

Self Employed / Vancouver

Request for Proposal (RFP) analysis and response writing, reviewing, proofreading, and editing sales proposals.

Write B2B and B2C blog content and articles related to finance, cryptocurrency, and ERPs, management information systems / SaaS

For an IT consultancy client:

- Manage boilerplate marketing resources and templates, company profiles, contractor resumes, project sheets and other proposal resources
- Set up Hubspot as a leads management and sales pipeline management tool (replacing
- Email marketing: (manual, and automated in MailChimp). Build email list, conceptualize newsletter ideas
- Conceptualize and develop marketing strategies and write brochures, proposals and other marketing material