



MARY JANE

[VIDEO INTERVIEW](#)

WORK EXPERIENCE

WEBSITE MARKETING SPECIALIST

Housecall Pro | February 2024 - September 2025 (1 Year, 8 Months)

- Designed and developed SEO-optimized websites for U.S.-based home service businesses, enhancing local visibility, brand trust, and online credibility.

DIGITAL MARKETING SPECIALIST

Bershaw Consultancy | April 2023 - September 2024 (1 Year, 6 Months)

- Managed full-scale digital marketing initiatives, including content creation, social media strategy, email campaigns, webinars, and a website revamp on Wix to drive engagement and growth.

MARKETING OFFICER

FLIQ Athletics | September 2021 - January 2023 (1 Year, 5 Months)

- Oversaw online/offline brand promotion, launched an e-commerce website, and fostered partnerships with sports and e-sports communities to strengthen brand presence and sales.

ESL TEACHER

51Talk ESL Company | September 2019 - January 2021 (1 Year, 5 Months)

- Conducted English lessons for Chinese students, enhancing communication proficiency and supporting personalized learning goals.

FRONTEND WEB DEVELOPER

X2enviseo | May 2012 - July 2013 (1 Year, 3 Months)

- Converted PSD designs into HTML/CSS and integrated them into WordPress themes for responsive and visually engaging websites.

SKILLS/AREAS OF EXPERTISE

- Digital Marketing Strategy & Execution (5 Years Experience)
- Social Media Account Management (Facebook, LinkedIn, TikTok, Instagram)
- Email Marketing & Automation Campaigns
- Lead Generation & Nurturing
- Website Design & Development (WordPress, Wix, Duda)
- SEO & Web Optimization
- Content Creation & Graphic Design
- Digital Advertising (Meta Ads, Google Ads)
- Marketing Analytics & Reporting
- Cross-Platform Campaign Management

TECHNOLOGY

- HubSpot
- Meta Business Suite
- Meta Ads Manager
- LinkedIn
- TikTok
- Canva
- Adobe Photoshop
- Adobe Illustrator
- Clipchamp
- CapCut
- Hootsuite
- Google Analytics
- Asana
- Monday.com
- Trello
- Notion
- WordPress
- Wix
- Duda
- Google Workspace

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