

TANIA HEW

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SUMMARY

Experienced strategist and marketer with deep business and technical knowledge.

EXPERIENCE

BEAM PROPULSION LAB INC.

Toronto, ON, Canada

Nov 2014 to present **VP Marketing.** *Tech startup for Beam Messenger mobile app that enables real-time messaging.*

- Managed social media, marketing and PR for app launch, resulting in free worldwide viral press from many major outlets including BuzzFeed, The Wall Street Journal, Business Insider, The Atlantic, Huffington Post, ABC, CBS, The Daily Mail and many more.
- Developed company pitch deck and financial documents (models, projections, etc) for pitches to investors.
- Presented in investor pitches, resulting in the company successfully raising a \$450K seed round from venture capital firms.
- Responsible for brand awareness, marketing and PR for the Beam Messenger mobile app – achieved over 100K downloads in one year and increased brand awareness led to recognition from the Federal Communications Commission (FCC) in the US.
- Manage Facebook ad campaigns, achieved average Cost Per Install (CPI) of \$0.20 over many months, with some ads going as low as \$0.06 CPI, which is significantly below average industry costs.
- Craft content for emails, press releases, business development outreach, social media and other purposes, resulting in features in established tech press such as the MIT Tech Review, TechVibes and Product Hunt.
- Help formulate business development strategies and overall company strategy.

CONSULTANT

Various Locations, US & Canada

2015 **ELM Computer Systems.** *Develops software that helps Canadian businesses with their tax prep needs.*

- Conducted analyses of company's websites and provided strategies to improve lead generation.
- Setup social media accounts and posted initial content.

2014 – 2015 **42 Sports.** *Mobile app that provides a place for athletes, sports experts and fans to interact.*

- Worked with non-technical client to take 42 Sports from hazy idea to concrete product concept with specific features.
- Acted as Product Manager overseeing 3rd party development firm, taking product from requirements through to implementation and push to the App Store and Google Play.

2013 – 2015 **Chirping Block.** *Tech startup that allows people to easily post to social media and follow others from one convenient location.*

- Worked with client to identify a market opportunity and develop a Chirping Block concept that was desirable, feasible and economically viable.
- Acted as Product Manager overseeing 3rd party development firm, taking product from requirements through to some of the implementation.

2013 **Xergy Energy.** *Developer of Solar PV systems.*

- Created an aesthetically pleasing online solar energy calculator (as a Wordpress plugin) that estimated the costs of installing solar panels and sent an email with results to the potential customer.

2012 - 2013 **Tickengo (now Wingz).** *Internet startup and mobile app enabling people to get rides from local drivers.*

- Managed social media, marketing and PR for the company in its first month of launch.
- Increased virality of Facebook posts to an average of 2.50%, up from the previous average of 0.20%.
- Craft copy for emails, press releases, business development outreach and other purposes.
- Garner free press coverage from top sites such as TechCrunch, Forbes and the SF Chronicle.

May to Aug 2011 **Kin Valley.** *Startup offering a safe online social network for the entire family.*

- Created Kin Valley user segments to drive product development, data analytics and marketing.
- Developed detailed revenue model for the company, adding \$35M to its five-year revenue forecast.

May to Aug 2011 **Analytica.** *Consulting firm providing business intelligence and IT solutions for its clients.*

- Led the marketing and operations effort focused on launching a new e-commerce portal.
- Identified and conducted market research on key market segments, with the research being used to develop two major project proposals.

Jan to Apr 2011 **Hanesbrands Inc.** *Global consumer goods company with a portfolio of leading apparel essentials.*

- Developed a feasible marketing plan to double revenue in 5 years for a specific product line.

- Conducted extensive market research and analysis to support marketing plan mentioned above.

- 2009 - 2010 **PINGG** Toronto, ON, Canada
Web Software Developer. *Startup providing online invitation creation and event management.*
- Developed and maintained company website with close to 300,000 monthly unique visitors.
 - Defined and analyzed monthly performance reports, leading to improved managerial decision making.
 - Directed corporate customer communications and compiled end-user help pages including frequently asked questions (FAQs), reducing customer service issues by 25%.
 - Led quality assurance testing, identified and resolved programming issues and updated support documentation, decreasing technical inquiries by 15%.
- 2008 - 2009 **AUGEO** Boulogne-Billancourt, Hauts-de-Seine, France
Technical Writer and Tester. *Leading European project and portfolio management software vendor.*
- Authored and edited technical documentation and web 'help' pages in English and French for proprietary software, improving marketing and customer support in English speaking countries.
 - Co-ordinated with a small team to create a more user-friendly software program interface.
 - Developed program for company wiki that converted Microsoft Word formatting to web-friendly content, decreasing conversion time by 95%.
- 2007 - 2008 **HOSPITALS OF ONTARIO PENSION PLAN (HOOPP)** Toronto, ON, Canada
Service Desk Specialist. *Leading pension plan for the healthcare community in Canada.*
- Redesigned and implemented customer support process, reducing resolution time by 10%.
 - Developed support documentation & training materials, decreasing training time by 25%.
- 2005 - 2006 **Service Desk Analyst.** *Full-time 16-month work experience practicum before senior year of university.*
- Co-ordinated with a cross-functional team of 11 people to resolve technical support incidents, often top two performer in the team.

- PUBLICATIONS SPARKSHEET** Online
- [Public Purpose: Why Brands Should Embrace Experiential Marketing](#) (Sep 2, 2014)
 - [The Value of a Well Timed Marketing Campaign](#) (Dec 9, 2013)
 - [This Is Your Customer in Five Years](#) (Aug 28, 2013)

- MARKETINGPROFS** Online
- [What Marketers Need to Know About the New Nielsen Twitter TV Ratings](#) (Nov 14, 2013)

- EDUCATION THE UNIVERSITY OF NORTH CAROLINA** Chapel Hill, NC, USA
KENAN-FLAGLER BUSINESS SCHOOL
 Master of Business Administration, May 2012.
 Kenan-Flagler Fellowship Recipient, GMAT: 710. Specialties: Marketing, Entrepreneurship, Consulting.
 VP Outreach, Business Technology Club; MBA Ambassador; Founder, Foodies Club; NMBBAA Member; MBA Exchange, HEC Paris (Fall 2011).
- RYERSON UNIVERSITY** Toronto, ON, Canada
 Bachelor of Science, Computer Science (Co-op stream), June 2007.
 Golden Key Honor Society Lifetime Member (Top 15% of CS class of approximately 100 students).
 I.T. Intern, Quebec Ministry of Sustainable Development, Environment and Parks (2007).
 President, National Society of Black Engineers (2005 – 2007).