

# TANIA HEW

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**SUMMARY** Experienced strategist and marketer with deep business and technical knowledge.

- EXPERIENCE**
- MADLIPZ** Toronto, ON, Canada  
Aug 2018 to present **Marketing Strategist.** *App with 40M users that allows people to create, view and share video parodies.*
- Craft and implement marketing strategy, including push, social media and influencer marketing.
  - Built and maintain custom company dashboard that management team uses for decision-making.
  - Write and execute SQL queries for various data analyses and app management purposes.
  - Developed and lead project management, as well as help with product management, for dev team.
  - Help management team with strategy, such as vision, roadmap and future product features.
  - Create marketing and investor pitch decks.
- ABENGCO INC.** Toronto, ON, Canada  
Oct 2016 to present **Founder & CEO.** *Digital agency offering marketing, PR, strategy, design and development services.*
- Help various clients with their marketing needs, from launch strategy to general strategy to PR and marketing.
- BEAM PROPULSION LAB INC.** Toronto, ON, Canada  
2014 - 2018 **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, and also produced company's quarterly financial statements and updates for 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.
  - Craft emails, press releases, business development outreach, social media and more, 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 3<sup>rd</sup> party development firm.
- 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 3<sup>rd</sup> party development firm.
- 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%.
  - Crafted copy for emails, press releases, business development outreach and other purposes.
  - Garnered free press coverage from top sites such as TechCrunch, Forbes and the SF Chronicle.

- May to Aug 2011 • Helped fine-tune pitch decks, which company used to raise \$600K in seed funding.  
**Kin Valley.** *Startup offering a safe online social network for the entire family.*
- May to Aug 2011 • Created Kin Valley user segments to drive product development, data analytics and marketing.  
**Analytica.** *Consulting firm providing business intelligence and IT solutions for its clients.*
- Jan to Apr 2011 • Developed detailed revenue model for the company, adding \$35M to its five-year revenue forecast.  
**Hanesbrands Inc.** *Global consumer goods company with a portfolio of leading apparel essentials.*
- 2009 - 2010 • Developed a feasible marketing plan to double revenue in 5 years for a specific product line.  
**PINGG** Toronto, ON, Canada  
**Web Software Developer.** *Startup providing online invitation creation and event management.*
- 2008 - 2009 • Conducted extensive market research and analysis to support marketing plan mentioned above.  
**AUGEO** Boulogne-Billancourt, Hauts-de-Seine, France  
**Technical Writer and Tester.** *Leading European project and portfolio management software vendor.*
- 2007 - 2008 • 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.  
**HOSPITALS OF ONTARIO PENSION PLAN (HOOPP)** Toronto, ON, Canada  
**Service Desk Specialist.** *Leading pension plan for the healthcare community in Canada.*
- 2005 - 2006 • Co-ordinated with a small team to create a more user-friendly software program interface.  
**Service Desk Analyst.** *Full-time 16-mth work practicum before final year of university (co-op).*
- Developed program for company wiki that converted Microsoft Word formatting to web-friendly content, decreasing conversion time by 95%.
- Redesigned and implemented customer support process, reducing resolution time by 10%.
- Developed support documentation & training materials, decreasing training time by 25%.
- 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; NBMBA 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).