

Edison T. Tsang

Digital Marketing Specialist
& Visual Designer



PROFILE

I am Google Analytics Certified Digital Marketer, with a bachelor degree in Graphic Design. Seeking to utilized my technical and professional expertise to develop effective marketing strategies at your company.



OBJECTIVE

To be in a marketing strategy or business/market development position. Analyze and improve marketing, sales and operational performance.



PROFESSIONAL SKILL

ADOBE :	CERTIFIED WITH
PHOTOSHOP	GOOGLE ANALYTICS
ILLUSTRATOR	FRONT-END
IN DESIGN	WEBSITE DEVELOP
AFTER EFFECTS	SOCIAL MEDIA
MUSE	MARKETING
DREAM WEAVER	MULTILINGUAL

*Please Visit
www.edisontsang.com
for Portfolio Projects



EDUCATION

December 2014
California State University, Los Angeles
Los Angeles, California
Bachelor of Arts
Graphic Design and
Visual Communication



WORK EXPERIENCE

April 2016 - Present
CMPG - Cal Marketing and Promotional Group
(Alhambra, CA)

Marketing Specialist and Graphic Designer

- Assist event planning, including working with vendors for on-site collateral.
- Calculated best practices to obtain the maximum return on investment through clicks, opens, and overall customer engagement
- Help bring new ideas for design and content creation to the team.
- Planning SEO, social media and display advertising campaigns by measuring and reporting on Google Analytics.

Jan 2015 - March 2016
8sian Media
(Arcadia, CA)

Visual and Graphic Designer

- Develop graphics for company illustrations, logos, and websites.
- Develops and create HTML and CSS-friendly designs.
- Possess a high level of social media engagement experience.

June 2009 - Dec 2014
Immigration Express
(Artesia, CA)

Manager Assistant/ File Clerk

- Assisted team Managers/Analysts complete everyday tasks such as consulting with customers.
- Filing documents to Los Angeles County Clerk, Secretary of State and Embassies.
- Assisted team Managers/Analysts complete everyday tasks such as consulting with customers.



CONTACT ME

Cerritos, CA
 (562) 716-4592
 tsangedison@gmail.com
 www.edisontsang.com