

LOISE DIZON

DIGITAL MARKETING SPECIALIST

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Dynamic Marketing Specialist with expertise in growing brands through email marketing, compelling multimedia content, and strategic copywriting. Proficient in leading multifaceted marketing projects, overseeing various channels, and fostering strong customer connections. Looking forward to bringing a creative and analytical approach to your business goals in tune with evolving trends.

WORK EXPERIENCE

DIGITAL MARKETING SPECIALIST

March 2023 - Present

Kinsta

- Expanded newsletter contact list by 300% and increased open rates from 13% to 31% by employing A/B testing, creating tailored content, and leveraging social media channels.
- Designed and executed email nurturing and re-engagement campaigns for a 176K+ contact list, resulting in an average open rate of 28% and a click-through rate (CTR) of 19%.
- Overhauled 200+ email workflows, resulting in improved contact engagement and optimized email campaign impact.
- Produced over 15 case studies that contributed to a significant increase in sales conversions and customer upsells.
- Increased LinkedIn followers by 60% through employer advocacy and Kinsta culture promotion in collaboration with regional teams in APAC, EMEA and AMERS and the Employer Branding team.
- Led the adaptation of case study strategies across global regions (APAC, AMERS, EMEA), resulting in a 400% increase in production, which in turn strengthened customer loyalty and global market positioning.
- Managed and refined content across key social (Twitter, Facebook, LinkedIn) and developer platforms (Discord, DEV, Hashnode), increasing reach from 8.1M to 23M and growing average engagement by 56%.
- Wrote documentation and produced video tutorials for client outreach, case study production, email marketing best practices, and rebranding initiatives to ensure consistency in messaging and branding.
- Created and implemented compelling CTAs in over 500 blog posts and web pages, increasing user action rates by X%.

MARKETING COORDINATOR

April 2022 - March 2023

Kinsta

- Developed and launched 5+ Kinsta WordPress landing pages that have been instrumental in driving brand awareness, lead generation, product marketing, and customer engagement.
- Conducted comprehensive data analysis of over 35,000 data points, validating a 20% increase in website speed with Kinsta services, which was prominently featured in marketing materials.
- Produced a series of 12 B2B podcast episodes, handling all aspects from guest research to final promotion. Created interview questions and scripts, fine-tuned content for social media channels, and developed targeted collateral.
- Managed the production of Kinsta's educational courses, from creating content for landing pages and promotions to editing course videos, tests, and QA materials.

- Drafted tailored message prompts for over 60 WordPress pages, which significantly increased lead generation by 56%.
- Cultivated client relationships by initiating personal outreach, featuring clients in social media highlights and case studies, and offering Kinsta swag, coupled with consistent follow-up to ensure client satisfaction.

MARKETING INTERN

March 2022 - April 2022

Kinsta

- Monitored brand health and expedited problem resolutions by facilitating communication between customers and internal teams, including Support, Account Management, Billing, and Marketing.
- Coordinated with the Marketing Design team to produce design assets for B2B podcast episodes, CTAs, landing pages, and social media content templates.
- Proactively researched and adapted to evolving social media trends and platform features, ensuring the integration of new strategies to strengthen the brand's social presence.

EDUCATION

MEDIA COMMUNICATIONS	Humber College	Etobicoke, ON	2020 – 2022
BACHELOR OF ARTS IN MASS COMMUNICATIONS	Wesleyan University	Philippines	2012 – 2016

SKILLS

Email Marketing	Website Management	Data Analysis
Copywriting	Community Engagement	Crisis Communications
SEO	Retention Strategies	Lead Generation
Social Listening	B2B Marketing	Brand Consistency
Growth Marketing	Project Management	Graphic Design
Content Marketing	Public Relations	

TOOLS, PLATFORMS, AND SOFTWARES

Adobe Creative Suite	WordPress	Hootsuite
HubSpot	Buffer	Sprout Social
Canva	Figma	Jira
WordPress		

PROFESSIONAL DEVELOPMENT

Google Ads Search Certification	2022 – 2023
Google	