



# CHAD DOI

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## PROFESSIONAL SUMMARY

**Experienced Digital Marketing Specialist** skilled in branding, digital and print design, user interface development, web design, marketing automation, and media advertising. Proven success in delivering strategic branding and design solutions for clients across industries including media, healthcare, and technology.

## SKILLS

**Digital and Print Design:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Acrobat), Canva

**User Experience (UX) & UI Design:** User Research & Testing, Sitemap Creation, Wireframing, Prototyping, Sketch, Figma

**Web Development & Optimization:** HTML, CSS, JavaScript, WordPress, Drupal, Sitefinity, SEO, Web Maintenance

**Marketing & Analytics:** Branding, Content Creation, Email Marketing, Social Media Marketing, Google Analytics, Media Advertising

**Marketing Automation & CRM:** HubSpot, Salesforce, Eloqua, Mailchimp, Zoho

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## EXPERIENCE

### GXC

#### Brand and Digital Marketing Manager

2024

Joined GXC during a period of rapid growth to lead digital marketing efforts, successfully drove brand visibility, engagement, and pipeline growth through targeted campaigns and innovative strategies.

- Built the company's email marketing program, introducing automated nurture campaigns and custom templates, improving engagement metrics
- Enhanced the corporate website with speed, mobile, and SEO optimizations, improving user experience and organic traffic
- Developed a cohesive brand identity, including new guidelines, marketing collateral, and event materials for consistent brand representation
- Revamped SEO strategy with technical improvements, keyword research, and backlink-building, driving increased organic traffic and top search rankings
- Implemented a social media strategy to increase engagement, grow the follower base, and elevate brand awareness
- Launched joint partner marketing campaigns through webinars and content, generating leads and expanding the sales pipeline

**HP Inc.**  
**Digital Marketing Specialist**  
**2021 - 2024**

Managed Teradici's brand transition post-acquisition by HP, achieving a successful integration that strengthened digital offerings and enhanced market presence.

- Created brand guidelines and online libraries for logos, icons, colors, and templates for ads and collateral templates for marketing and development teams to access
- Adapted design concepts to different media formats, including web, social media, print, and video
- Collaborated with marketing managers and developers to ensure the successful creation and publication of web pages
- Mentored junior designers on best practices in visual design and provided feedback on their work
- Developed a drag-and-drop email builder that reduced review cycles and accelerated marketing automation

**Teradici**  
**Front-End Web Developer / Graphic Designer**  
**2014 - 2021**

Joined Teradici in mid-startup days to lead graphics design and marketing efforts and communicated the company's vision to a wider audience, fostering brand recognition and driving business growth.

- Created brand guidelines and a design library that enabled employees to quickly access graphic elements, which improved consistency throughout the company
- Developed a digital marketing intake process using Microsoft Teams and Power Automate that streamlined workflows and increased productivity
- Designed print collateral, product packaging, trade show booths and publication advertising
- Conceptualized technical diagrams and infographics for training videos, presentations and user guides
- Managed design, development, and maintenance of the corporate website (Sitefinity), and support and partner portals (Salesforce)
- Developed a knowledge center and forum, which reduced support tickets and pain points for customers
- Supported product launches with lead-generation landing pages and e-mail campaigns (Hubspot)

**Chad Doi Design**  
**Web Developer / Graphic Designer**  
**2007 - 2014**

Launched a graphic design firm and built strong, long-term client relationships, leading to a high rate of repeat business and quality referrals.

- Managed website projects from start to finish, including researching, gathering requirements, creating mockups, designing layouts, coding pages, testing functionality, and launching sites.
- Optimized and maintained existing websites for improved performance, search engine ranking, user experience and engagement
- Worked with clients to design a variety of marketing materials including logos, brochures, event promotions and advertisements
- Managed external vendors including freelance designers and developer

**AECOM**  
**Graphic Designer**  
**2002 - 2007**

Created proposal and qualification documents that secured key project bids, showcasing the company's strengths and contributing to business development.

- Developed templates that could be used repeatedly across multiple project bids, saving time and production costs
- Collaborated with engineers and project managers to ensure document requirements were met and they were delivered on time
- Utilized skills in AutoCAD to create drawings and mapping for documents and presentations
- Designed brochures, ads, posters and other print materials for engineering events

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**EDUCATION**

**UX Design Circuit**  
General Assembly

**Web Technologies Certificate**  
British Columbia Institute of Technology

**B.Sc - Industrial Technologies**  
Western Washington University