

Tina Wang

Marketing Coordinator

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LINKS

[LinkedIn](#)

[Portfolio](#)

SKILLS

Figma & FigJam

CRM Campaigning -
Email, SMS & App Push
Campaign Optimisation
And Reporting
Design Research
Competitor Research &
Analysis
Usability Testing
Content Strategy &
Creation
Content Planning
Social Media
Management
A/B Testing
Userflows
Wireframing
Mock-Ups & Prototyping
Critical Thinking &
Problem Solving
Communication Skills –
Verbal & Written
Organisational Skills

LANGUAGE

English

PROFILE

Customer-focused digital marketer, primarily in the CRM and social media space. Skilled in managing end-to-end campaigns with an emphasis on personalisation and enhancing customer experiences. Adept at collaborating with creative, product, and UX teams to deliver impactful, results-driven projects.

EDUCATION

Digital Marketing Certification, AMDA

July 2024 – October 2024

UX/UI Design, Academy XI

January 2022 – August 2022

Bachelor Dental Technology, Griffith University, Gold Coast

February 2017 – December 2020

EMPLOYMENT HISTORY

Marketing Coordinator at Lottoland Australia (KenoGO)

February 2024 – Present

Increasing and retaining customer retention rate at 65% on a monthly basis. Social media content creation and community management. Daily CRM campaign management through email marketing, SMS and app push notifications. Collaboratively contributing to the launch of new brand campaign “Thrill of the Wait”. Assisting in rapidly growing the business within the first year of national launch.

Customer Support Specialist at Lottoland Australia (KenoGO)

June 2023 - February 2024

Responding to customer queries in a timely and accurate way via email, phone and live chat (Oracle). Identifying the customers’ needs and pain points through their queries. Following up with customers to ensure their issue is resolved. Product testing the web based and mobile app version to provide feedback to the product team. Analysing and reporting product malfunctions and issues via Jira to the product team.

Co-Team Lead & UX Designer at iO Energy (Academy XI Project)

June 2022 – July 2022

iO Energy, a renewable energy provider in South Australia, sought a new external dashboard design. As a co-lead and designer, I guided research, synthesised data, brainstormed solutions, and delivered a user-tested prototype. The result was an efficient, user-friendly design that met both business objectives and user needs.

UX Designer at Outpace Training (Academy XI Project)

May 2022 – June 2022

Outpace Training, an immersive training platform that aims to improve training standards. Approaching the team at Academy XI, they were looking to build a job marketplace catering towards ESL Age Care workers. We conducted research and synthesised the information to produce innovative design solutions that were backed by research. Delivering a wire-framed product to showcase the functionality of the desired platform, and how it will allow users to take full advantage of using it to seek out employment and further develop their skills.

Reservations Agent at Courtyard by Marriott, North Ryde NSW

September 2022 – June 2023

Processing hotel reservations through various forms of communication and retaining internal and external stakeholder relationships. Promptly creating, updating and maintaining reservation records in accordance to booking confirmation through hotel management system (OPERA). Working collaboratively with cross-functional teams for a smoother check-in/out and overall guest experience. Empathising with guests requests and maintaining a good rapport throughout their now and future stay.

Bar & Gaming Attendant at Ryde-Eastwood Leagues Club, West Ryde NSW

July 2022 – June 2023

Providing exemplary customer service to all patrons of RELC through Main and Oasis Bar service. Offering a premium level of service to patrons in the Aurora Lounge and the Pokies Floor. Upholding the club's reputation and standard. Maintaining rapport with internal and external stakeholders. Empathising with patron's needs, managing and resolving conflict issues. Transaction handling. Ability to and experienced in working with a cross-functional team to maintain seamless club operation.

Dental Technician at Race Dental, Castle Hill NSW

April 2021 – July 2022

Membership Consultant at Fitness First, Randwick NSW

April 2021 – October 2021