

ANNA LE

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Digital Performance Marketing professional with 3+ years of experience driving customer engagement, audience growth, campaign execution, and performance optimization. Passionate about the future of sports and how data and analytics help companies better understand customers and drive growth. Which has shaped my KPI-focused approach to deliver results. Outside of work, I grew up playing sports and have long been inspired by the data-driven mindset showcased in my favourite movie Moneyball.

PROFESSIONAL EXPERIENCE

FIFA WORLD CUP 2026

Toronto, ON

Volunteer

Jun 2026 - Present

- Successfully completed the FIFA volunteer application and assessment process.
- Participating in the volunteer journey, including team tryouts, training, accreditation, and tournament preparation.
- Supported the world's largest sporting events and contributed to an exceptional fan experience.
- Learning from sports industry professionals and gaining firsthand experience in international sporting events.

GREENHOUSE JUICE CO

Toronto, ON

Marketing Specialist

Oct 2025 - Present

- Supported the launch and growth of TikTok Shop in the U.S. market through **affiliate marketing** initiatives and creator **whitelisting ad** campaigns.
- Created an organic product launch video that generated **1.5M+ views**.
- Helped increase GMV to over **\$165,000** within **six months** of launch while managing TikTok Shop operations.
- Assisted with Meta, Google, Pinterest, & TikTok ads, helped improve **ROAS by 31% from 4.2 to 5.7** annually.
- Monitored campaign performance metrics including ROAS, KPI's, CTR, and conversion rates,

PLUS10 TECHNICAL RECRUITERS

Toronto, ON

Email Marketing Specialist

Jun 2024 - Sep 2025

- Managed CRM candidate pipelines of **200+ contacts** and executed targeted email outreach campaigns.
- Executed **2,000+ emails/month**, driving a **15% lift** in qualified candidate responses through segmentation.
- Helped improve campaign performance, increasing open rates from **28% to 35%** and boosting engagement.
- Assisted with candidate outreach and email campaigns using **Recruiterflow**, helping keep candidate pipelines organized and improving **response rates**.
- Helped create and send email campaigns to attract technical talent for **SaaS and startup roles**

SOCIAL MEDIA GROWTH STRATEGIST

Toronto, ON

Content Creator

April 2023 - Present

- Built creator-led digital communities of over 40k+ followers focused on **financial literacy, health and wellness, and Ai technology** for young Canadian audiences.
- Generated **567k+** organic views, reached **305k+ accounts**, and drove **40k+** content interactions through short-form content and audience growth strategies.
- Achieved **93.4%** follower reach by leveraging audience insights, creator-led storytelling, and AI-assisted content workflows to optimize engagement and discoverability.

RISE DESK

Toronto, ON

Marketing Coordinator

Jan 2023 - May 2024

- Supported marketing operations across paid ads, social media, **SEO**, and email, contributing to revenue growth.
- Helped create and publish 120+ videos a month, generating **50M+ total views** using in-app tools & CapCut.
- Assisted in planning photoshoots and creative asset production that contributed to a **164% increase** in website conversion rate.
- Monitored **campaign performance metrics and KPIs** to ensure accurate execution and continuous optimization of marketing initiatives.

EDUCATION

YORK UNIVERSITY – School of Administrative Studies

Toronto, ON

Bachelor of Commerce, Specialist in Human Resource Management

Sep 2018 - Jun 2023

- Served as **Director of Public Relations** in the **Marketing Students' Society**
- Director of **Promotions**, Bethune College Athletics Intramural Program

