Ryan Damian Chan

Digital Marketing & Social Media Strategist | Marketing Coordinator | Social Media Associate
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PROFESSIONAL SUMMARY

Digital Marketing and Social Media Strategist with hands-on experience across B2C audience growth and brand partnership activation. Manages multi-platform social accounts, executes data-informed content strategy, and reports on performance using Google Analytics 4 (GA4), KPI dashboards, and A/B testing. Grew University of Toronto Esports engagement by 50.5% across five channels and delivered live sponsor activation for a BMO sponsored event.

EDUCATION

Honours Bachelor of Business Administration — Specialist in Marketing

University of Toronto Scarborough — Scarborough, ON

Relevant coursework: Marketing Analytics, Market Research, Consumer Behaviour, Brand Management, Advertising Theory to Practice, Consumer Psychology, Applied Statistics, Economics of Strategy.

WORK EXPERIENCE

Social Media Manager

Sep 2025 – Jun 2026

University of Toronto Esports — Toronto, ON

- Increased social media engagement by 50.5% by restructuring the content calendar and optimizing post formats across 5 managed B2C accounts (Instagram, TikTok, Twitter/X, Twitch, Discord).
- Generated 5,000+ impressions in 30 days by identifying and prioritizing high-impact content formats through ongoing KPI tracking and performance reporting in Google Analytics 4 (GA4).
- Delivered live, on-stream sponsor ad reads during the BMO-sponsored Campus Clash III Barrage broadcast on Twitch, representing partner brand messaging to a live audience and supporting the activation of a major financial-services sponsorship.
- Conducted A/B testing on content formats and narratives to continuously improve engagement rates and organic reach and ran real-time community management to maintain brand voice consistency.

Team Manager

Sep 2025 – May 2026

University of Toronto Esports — Toronto, ON

- Led main team to a Top 6 finish out of 600+ collegiate teams in North America, and academy team to 17th of 400+.
- Managed 18+ players, coordinating scrimmage schedules, performance reviews, and competitive-readiness programs.
- Served as primary liaison between players, tournament organizers, and university administration, ensuring clear communication and operational efficiency.

Digital Marketing & Social Media Intern

Jun 2024 – Sep 2024

Paralimi — Toronto, ON

- Improved organic search visibility through keyword research and on-page SEO optimization, aligning content with target search intent and contributing to increased site traffic.
- Supported paid social and campaign management in collaboration with cross-functional teams, strengthening brand consistency and audience reach across channels.
- Tracked campaign performance through KPI dashboards and ROI reporting in Google Analytics 4 (GA4), delivering actionable insights that informed strategy adjustments and improved conversion rates.

Leadership Staff

Jul 2023 – Aug 2023

Richmond Hill Country Club Day Camp — Richmond Hill, ON

- Planned and executed camp-wide events, managing end-to-end logistics including scheduling, setup, and onsite coordination across a full summer season.

SELECTED PROJECTS

UofT Esports — Social Media Management & Growth (2025–2026)
Rebuilt the content calendar and ran A/B tests on format and timing across 5 channels, driving a 50.5% engagement lift, 21.9K top-post views, and 7.6K Instagram profile views in a single 30-day stretch.

BMW Z3 Launch — Strategic Brand Analysis
Analysed BMW's GoldenEye product-placement strategy and built a Phase 2 recommendation centred on personalization and media-mix diversification.

Starbucks — Five Forces & SWOT
Conducted Five Forces and SWOT analysis of Schultz-era Starbucks to surface strategic renewal priorities around cannibalization and substitution threats.

SKILLS

Digital Marketing: Social Media Optimization, Content Strategy, Content Calendar Management, Community Management, Influencer & Partnership Marketing, Brand Activation, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Paid Social, Campaign Management, Pay-Per-Click (PPC) Advertising, Conversion Rate Optimization (CRO), Audience Growth & Segmentation, Email Marketing, Brand Voice

Analytics & Reporting: Google Analytics 4 (GA4), KPI Tracking, A/B Testing, Campaign Performance Analysis, ROI Reporting, Dashboarding, Excel

Marketing Tech & Tools: HubSpot (certified), Google Ads, Meta Ads Manager, LinkedIn Ads, Hootsuite, Sprout Social, WordPress, Canva, Adobe Photoshop, CapCut, Discord

Strengths: Analytical Thinking, Creative Problem Solving, High-Pressure Decision Making, Project Coordination, Cross-Functional Collaboration, Adaptability