

# KC Lamb

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## CERTIFICATIONS

### Content Marketing

#### Hubspot Academy

Issued Feb 2024 · Expires Mar 2026

### Inbound Marketing

#### Hubspot Academy

Issued Feb 2024 · Expires Mar 2026

### SEO

#### Hubspot Academy

Issued Jan 2024 · Expires Feb 2025

## EDUCATION

### Broadcasting-Television

#### Seneca College

09/2023 - Present

### Bachelor's Degree in Marketing Management

#### De La Salle University-Manila

2016-2019

## SKILLS

- Proficient in **basic HTML & CSS** for Web Design & Content
- Strong Knowledge in Digital Art: **Figma, Photoshop, Illustrator, & Canva**
- Proficient in CRM Tools: **HubSpot & Zoho** to generate reports & handle overall data management
- Proficient in Social Media Ads: **LinkedIn Ads Manager, Google Ads Manager, & Facebook Ads Manager**
- Proficient in Sales Tools: **LinkedIn Navigator, Apollo.io, Hunter.io, Intercom, Reply.io, MailChimp**
- Proficient in Productivity Tools: **Clickup, Trello, Asana, Google Workspace, & Microsoft 365**

## EXPERIENCE

### Sales & Marketing Associate

SupaPass

07/2022 - 07/2023

- Achieved a 56% surge in email campaign open rates and a 2% uptick in replies among 2,000+ leads.
- Enhanced response rates by 15% through proactive lead follow-up and multichannel query management for a UK-based SaaS website and app creator platform.
- 20% increase in lead conversion rates achieved by reviewing monthly reports and conducting lead analyses using HubSpot.

### Partner Development Specialist

Agoda

04/2022 - 07/2022

- Accomplished a high velocity of 200+ outbound phone calls and product walkthroughs, closing 10 deals daily over the phone to properties in Manila & Cebu to participate in the 3D Tour Photoshoot Program.

### Brand & Marketing Associate

Penbrothers International

10/2021 - 04/2022

- Enhanced social engagement by 1.5% for a SaaS HR outsourcing platform by collaborating with client Account Executives to gather project information and overseeing digital projects from conception to completion, including website content pages, banners, e-blasts, and specials.

### Client Partner

Penbrothers International

02/2020 - 10/2021

- Spearheaded \$2.1M+ profit via proactive lead generation, managing 40+ weekly leads across channels. Conducted 20+ daily personalized outreaches, fostering engagement.
- Doubled weekly closures from 3 to 6 with strategic sales optimizations, virtual product demos, and targeted upselling, coupled with robust customer retention efforts, all streamlined through the Zoho CRM system.

### Local Committee VP for Incoming Global Talent

AIESEC in the Philippines

02/2019 - 02/2020

- Led 3 teams to secure 3+ partnerships, facilitating end-to-end customer experiences through proper tracking & standardized workflows, resulting in personalized intern placements for 3+ foreign candidates from 800+ applicants.
- Awarded best entity nationally for achieving 8.94% growth in applications, boosting membership productivity by 3%, and international hires by 75%.