

Hailie Park

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Profile Summary

digital Marketing Specialist with hands-on experience in SEO, WordPress, and data-driven campaign optimization. Skilled in GA4, content strategy, and performance analysis to drive measurable growth across digital platforms. Combines creative content execution with analytical insight to improve engagement and conversion

Experience

Mar 2026 – Present

Freelance Social Media Manager | The Father's Love House | London, Ontario

- Execute short-form social media campaigns (Reels) to drive reach and engagement
- Analyze performance metrics to optimize content strategy and improve engagement rates
- Apply trend-based content and storytelling to increase engagement and retention

Aug 2025 – Present

Freelance Digital Marketing Specialist | Open Bible Baptist Church | Aylmer, Ontario

- Manage and update WordPress website content, ensuring SEO optimization and improved user experience
- Conduct keyword optimization and implement on-page SEO to increase search visibility and organic traffic
- Analyze website performance using GA4 and UTM tracking, driving +260% sessions and +191% users

Feb 2025 – Apr 2025

UX / UI Design Intern | Haletale Inc | Toronto, Ontario

- Designed responsive web and mobile interfaces in collaboration with cross-functional teams
- Created visual assets and graphics using Figma and Adobe Creative Suite to support digital products and marketing materials
- Improved visual consistency and usability to enhance user engagement and overall experience

Skills & Tools

Digital Marketing: Campaign execution (social, web, email) • SEO (keyword research, on-page optimization) • Email marketing (Klaviyo, Zoho)

Analytics & Optimization: Google Analytics (GA4), Data analysis & performance optimization • Basic SQL (data querying & insights)

Web & Technical: WordPress • HTML, CSS, JavaScript

Design & Content: Adobe Creative Suite (Photoshop, Illustrator) • CapCut • Figma

Advertising Platforms: Basic knowledge of Google Ads & Facebook Ads

Education

Jan 2024 – May 2025 | 3.75 GPA

Diploma of Interactive Media Design | Fanshawe College | London, ON