

Anson Wang

Generalist | Project Management | Agile | B2B & B2C Sales | Marketing

199 Huntingdon Cres, Waterloo, Ontario | ansonwang@landmarkvr.ca | (647) 963-2786

SKILLS SUMMARY

- 9+ years of experience leading multiple B2B & B2C tech start-ups, owning and delivering high-tech marketing products to real estate developers. Collaborated with cross-functional teams to successfully deliver Agile projects on time and within budget. Created compelling sales pitches by utilizing internal and external data.
- Currently working towards my PMP certification with an exam date in April 2023.
- Skilled in social media marketing and website development, with a deep understanding of SEO principles and techniques to improve website ranking and visibility.
- Leveraged CRM tools such as Salesforce to cultivate customer success by directly interacting with clients, addressing their concerns, and ensuring satisfaction. Monitored customer interactions, tracked progress, and used data analysis to inform and improve customer engagement strategies.
- Quick learner with strong ability to adapt to new technology and environment.

WORK EXPERIENCE



Founder & CEO
LandMarkVR Ltd.

January/2016 – March/2023
Waterloo, Ontario

- Successfully led the development and launch of virtual reality and augmented reality products including VR Showroom, AR 3D Floorplans, and SAAS VR videogame “Moon Base Super Pendulum”, resulting in a combined total of \$800K in sales revenue.
- Managed a team of 15 developers and designers to continuously improve the user experience, resulting in a 95% user satisfaction rate according to surveys and feedback.
- Built and managed 10+ WordPress-based websites for clients, resulting in an average increase of 50% in website traffic and a 20% increase in conversion rates.
- Secured and managed relationships with high-profile clients in the Canadian real estate and construction industry, including Mattamy Homes, DeStantis Homes, Granite Homes, Fusion Homes, and Ellis Don. Resulting in a combined total of \$650K in sales revenue and a 90% customer retention rate.



Co-Founder
Mini Farm Gardening Inc.

December/2019 – January/2021
Waterloo, Ontario

- Shopify-based e-commerce B2C site for hydroponic gardening kits. #1 ranking on Google search results for "mini farm" by implementing effective SEO strategies.
- Achieved \$700k USD in revenue in 1 year through targeted and well-trained social media ad buys.
- Cultivated a thriving organic Facebook community of over 2,400 satisfied customers.



Founder & CEO
RateMyRez Inc.

September/2013 – December/2015
Waterloo, Ontario

- Placed 1st place at the 2014 Nspire 24-hour Start-Up competition.
- Launched and scaled RateMyRez, a one-stop-shop platform for university students to rate and review on & off-campus housing, conduct virtual tours and sign contracts over the air, achieving a user base of 5,000+ students across Canada within 2 years.
- Collaborated with property management companies and landlords to build a network of over 500+ off-campus housing options on the platform, resulting in a 30% increase in lease signings for participating properties.



Software Engineer
Blackberry Ltd.

September/2012 – August/2013
Mississauga, Ontario

- Demonstrated solid understanding of C, C++.
- Using Agile method, collaborated with cross-functional teams to deliver BBM product.
- Implemented new features and functionality to improve product performance.

TECHNICAL SKILLS

PROJECT MANAGEMENT

Jira, Azure DevOps,
Microsoft Teams, Excel,
Slack, Zoom,
Notion, Zapier.

MARKETING

HubSpot, Google
Analytics, Google Ads,
Facebook Ads, Wordpress,
Davinci Resolve,
Canva, Adobe suite.

PROGRAMMING

C, C++, JavaScript,
Python, CSS.

EDUCATION



Honours Bachelor of Arts in Political Science
University of Waterloo

May/2021 – December /2022



Candidate for Bachelor of Computer Science
University of Waterloo

September/2009 – August 2012

AWARDS & ACHIEVEMENTS

Professional

- Featured Guest Speaker at the Ontario Home Builders Association (OHBA) Annual Conference, “VR Application in Real Estate”, 2019
- Featured Guest Speaker at the Ontario Association of Architects (OAA) and the Royal Architectural Institute of Canada (RAIC) Annual National Conference, 2017
- FIBA certified Level 1 Basketball Referee

Academic

- Global Top 10 in International Euclid Mathematics Contest, 2009