

# ALEXANDER NG

Social Media Marketing Strategist

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## SUMMARY

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Social media marketing strategist with 5+ years scaling brands across Instagram, TikTok, and Facebook. Built personal following to 100K organically, managed 20+ accounts totaling 500K+ combined followers, and generated 10M+ impressions for clients across events, esports, and creative brands — now focused on paid ads, influencer marketing, and engagement rate optimization that drive measurable revenue.

## EXPERIENCE

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**CEO & Founder — UPVO Media | Social Media Marketing Agency** 2026 – Present

*Toronto, ON*

- Founded SMMA built on a 5+ year track record — 500K+ combined followers managed and 10M+ impressions generated across 20+ brands in events, esports, and creative industries
- Deliver end-to-end strategy across UGC campaigns, influencer marketing, paid advertising, and engagement rate optimization — engineered for clients to operate independently long-term

**Founder & Head of Marketing — Parties By Zaza (@partiesbyzaza)** 2025 – Present

*Toronto, ON • Event Entertainment*

- Scaled brand from 0 to 10,200+ followers in 12 months, driving 712K total account views and 304K+ Reel views in the latest 30 days (including one viral reel reaching 202,000 views)
- Earlier 90-day window delivered 339K monthly impressions with 90.4% non-follower reach — sustained organic growth across multiple periods
- Latest paid event sold out — nearly \$8,000 in ticket revenue, a 5x increase from first paid event (\$1,500)
- Lead all content, social media, and branding — naming, visual identity, content cadence, promo videos — building Toronto's house party brand from zero through Reels-first content tuned for the algorithm

**Brand & Growth Consultant — Tattoos By Jess (@tattoosbyjess)** 2025 – 2026

*Toronto, ON • Tattoo Studio*

- Consulted on brand direction, business strategy, and content/algorithm playbook — built the foundation for a startup tattoo business
- Engagement drove +148% reach growth and +1,600% booking link taps in 90 days, generating 140K+ views and \$5,000+ in monthly revenue

## LEADERSHIP & EARLIER WORK

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**Founder, Operator & Consultant — Esports Brand Portfolio** 2020 – 2023

- Founded and exited two esports brands: KraxGGs (25,000 followers) and Team Akin (15,000 followers in 4 months); built engaged communities before successful brand sales
- Managed 5+ additional accounts including Team Vorce (35K), VroUprise (18.2K), Vanity Clan (12.5K), Os.Reborn (8K), Team Lazar (7K), and consulted on Twitter growth for @Taoqii (4.2K)

**Content Creator & Growth Strategist — Personal Brand (@aelaxnder)** 2020 – 2023

- Built personal brand to ~100,000 peak followers organically; top content exceeded 2,000,000 views, with one post driving 45,000 new followers and average post views of 350,000+
- Built test account to 20,000 followers in 88 days using a daily content system that became the foundation for current client work

**Independent Advisor — Creators & Small Businesses** 2022 – Present

- Advised creators and small business owners across music, services (pressure-washing, barbering), and apparel on Instagram/TikTok growth, content systems, and algorithm mechanics

## EDUCATION

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**TVO Independent Learning Centre — Online High School** 2024 – Present

*Toronto, ON • Previously Earl Haig Secondary School (2022 – 2024) • Self-directed study in marketing strategy, sales, business management, and AI tooling, applied directly to scaling 3+ active client businesses*

## SKILLS

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**Platforms:** Instagram, TikTok, Twitter, Facebook, LinkedIn | **Advertising:** Facebook Ads, Meta Ads, audience targeting, ROI-positive campaign strategy

**Strategy:** Brand development, rebranding, UGC, influencer marketing, engagement & algorithm optimization, creative direction | **Tools:** Canva, CapCut, Hootsuite, Meta Business Suite, Claude AI, ChatGPT