

# MARGARET ARMSTRONG

GEORGINA, ON | MDARMSTRONG\_@OUTLOOK.COM | (647) 385-7776 | [LINKEDIN](#) | [MRGRT.CA](#)

## MARKETING STRATEGIST | DIGITAL MARKETING SPECIALIST | SOCIAL MEDIA & BRANDING EXPERT

Creative and data-driven marketing strategist and business owner with expertise in brand development, social media, digital strategy, and web design. Skilled in executing high-impact digital campaigns, optimizing online engagement, and implementing conversion-focused strategies. Passionate about blending creativity with analytics to drive growth and revenue.

### SIGNATURE ACHIEVEMENTS

- ✓ Grew Instagram following by 500+ pre-launch for a luxury beauty business through strategic branding and content.
- ✓ Achieved a 184% increase in gross sales for MRGRT Aesthetics by implementing digital marketing and e-commerce strategies.
- ✓ Developed SEO-optimized websites with e-commerce and booking integration, enhancing online conversions and customer experience.

### SIGNATURE STRENGTHS & COMPETENCIES

Marketing & Branding	Web Development & SEO	Content & Business Strategy
Social Media Growth & Engagement	Website Design (Squareup, WordPress, Wix)	Copywriting & Campaign Management
Digital Strategy & Paid Advertising	SEO Optimization & Performance Tracking	Email Marketing & Lead Generation
Brand Positioning & Storytelling	E-commerce & Booking System Integration	Data-Driven Decision Making
Consumer Research & Targeting	Conversion Rate Optimization	Client Relationship Management

### PROFESSIONAL EXPERIENCE

#### Freelance Digital Marketing & Web Strategist – Newmarket, ON

Website Developer & Marketing Consultant ([The Beauty Loft](#)) | December 2024 – Present

- Designed & developed a branded, SEO-optimized website on Squareup, integrating e-commerce, booking systems, and training to streamline operations.
- Managed email marketing & lead capture strategies, improving client acquisition.
- Optimized brand identity, refining visuals, web banners, and UX to align with a high-end beauty aesthetic.
- Drove early audience growth, helping the business gain 500+ Instagram followers pre-launch.
- Managed technical & admin setup, configuring staff profiles, services, and forms to support business scalability.

#### MRGRT Aesthetics – Newmarket, ON

Founder & Digital Marketing Strategist | February 2022 – Present

- Built and scaled [MRGRT Aesthetics](#) into a thriving beauty brand, managing branding, social media, web development, and business operations.
- Designed & optimized a full-featured website on Squareup with SEO, e-commerce, and automated booking systems.
- Grew a client database to 200+ and increased gross sales by 184% in 2023 through targeted digital marketing and expanded client reach across York, Durham, and Simcoe Regions.

#### Freelance Social Media & Marketing Strategist – Aurora, ON

Digital Marketing Consultant ([Dr. Shar Rai, D.C.](#)) | March 2023 – October 2023

- Increased Facebook reach by 805% in 4 months and Instagram reach by 16% month-over-month by executing targeted social strategies.
- Refined audience targeting using psychographic analysis to engage Millennials & Gen Z interested in holistic wellness.
- Developed paid social ad campaigns that optimized brand messaging and improved service inquiries.
- Created high-engagement content to position Dr. Shar Rai as a leader in both medical and spiritual wellness.

#### Zara Canada – Newmarket, ON

Sales Associate / Operations | September 2019 – August 2022

- Surpassed monthly revenue targets of \$800K–\$1M through strategic upselling and product positioning strategies.
- Managed inventory turnover and stockroom operations, ensuring optimal product availability and sales flow.

### EDUCATION

#### Seneca Polytechnic – Toronto, ON

Business – Marketing Diploma | 2022 – 2024

- Graduated with High Honours (4.0 GPA)
- Ontario Colleges' Marketing Competition (OCMC) 2023 – Environics Analytics Case Study, Team Seneca placed 1st