

Aron Tolentino

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I am a 2-time Kickstarter creator, current digital marketer, and an aspiring product manager. I have a passion for all things digital and strive to create human-centered solutions for everyday use. I help brands build products and create conversations around them.

Experience

AUGUST 2017 – OCTOBER 2018

Digital Marketing Specialist | Noni Brands

- Established product launch strategies with Facebook Ads and Facebook Messenger bots consistently achieving 95%+ open rates, 35%+ click-through rates, and 15%+ conversion rates
- Developed a scratch card system that integrates with a Facebook Messenger bot to give customers an incentive to communicate with us after a sale and enable us to do cross-selling
- Created a network of more than 100 influencers who regularly promote Ashtonbee products to parents with infants as well as toddlers.
- Managed the development of a web-based shipping platform fully integrated with shipping courier APIs to solve scaling issues saving more than \$120,000 in customer support cost

MAY 2016 – DECEMBER 2017

Founder, Product Manager | Hudify Inc.

- Developed a universal automotive navigation product utilizing head-up display technology
- Raised \$165,000 of the \$120,000 funding goal from 2,400 customers through Kickstarter in 50 days
- Conducted 11 rounds of rapid prototyping with engineers, designers, and potential customers
- Gained media coverage from The Discovery Channel, Top Gear, Geeky Gadgets, Digit, and Technutty
- Optimized conversion rates of website pages and digital campaigns with A/B testing

APRIL 2015 – DECEMBER 2016

Founder, Product Manager | LiteWire Goods

- Developed a portable charging cable for devices with Apple Lightning and Micro-USB ports
- Created a Kickstarter campaign that raised more than \$70,000 from 3,000 customers in 45 days
- Conducted market research from 1,000 university students of mobile phone usage and pain points
- Directed and produced a 2-minute video pitch, generating more than 100,000 video views
- Hired and managed a team of 15 freelance professionals specializing in engineering and marketing

SEPTEMBER 2014 – DECEMBER 2016

Technology Support Help Desk | Ryerson University

- Provided first-tier PC, Mac and mobile support by troubleshooting and resolving student inquiries
- Managed more than 100 desktops which include software, hardware, and network issues

Education

APRIL 2019

B.Comm, Business Technology Management | Ryerson University

I took 2 years off school to work on my own products. I'm currently finishing my degree part-time while working full-time on my career. I switched from the Marketing Management program in SY 2017-2018.

Digital Projects Lead

GROWTH HACKING

Ashtonbee Discount Club | [View Project](#)

- Built a scalable and reusable list for launching heavily discounted baby products on Amazon using Facebook Ads integrated with a Facebook Messenger bot.

PRODUCT MANAGEMENT

Brand Bullet Platform | [View Project](#)

- Created the Brand Bullet platform to enable other Amazon sellers to take advantage of Noni Brand's propriety product launching system. Built with WordPress, WooCommerce, and Gravity Forms.

GROWTH HACKING

Ashtonbee Scratch Card System | [View Project](#)

- Created a scratch card system that integrates with a Facebook Messenger bot to give customers an incentive to communicate with us after a sale and enable us to do cross-selling.

PROJECT MANAGEMENT

Noni Brands Trello Boards | [View Project](#)

- Implemented Trello boards for every brand where all team members can organize their tasks, files, and updates. Introduces Kanban-style project management to the company.

INFLUENCER MARKETING

Ashtonbee Influencer Program | [View Project](#)

- Created a network of more than 100 influencers who regularly promote Ashtonbee products to parents with infants as well as toddlers.

GROWTH HACKING

Flux Lashes Pre-Launch | [View Project](#)

- Created a pre-launch giveaway contest on using Facebook Ads and a Facebook Messenger bot where interested users must tag at least 3 friends and follow our social media pages.

PRODUCT MANAGEMENT

Stallion Express Shipping Platform | [View Project](#)

- Managed the development of a web-based shipping platform fully integrated with shipping courier APIs to solve customer scaling issues. Built with PHP, MySQL and Laravel framework.

PRODUCT MANAGEMENT

Kitchables Coffee Subscription Platform | [View Project](#)

- Created a coffee subscription service for Kitchables to build on top of their coffee/tea accessory business with more than 100,000 customers. Built with WordPress and Chargebee.

Skills

- Facebook Ads
- Facebook Messenger Chatbots
- Email Automations
- Marketing Analytics
- Product Management
- HTML, CSS and JavaScript
- WordPress Development
- 3D Modeling and Rendering