

AARON FUNG

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STRATEGY | PRODUCT | GROWTH | MARKETING

Strategy, product, and marketing professional with 5 years of experience across telecommunications, technology, and financial services. Experienced translating customer and business needs into digital products, growth initiatives, campaigns, and measurable outcomes across product strategy, customer experience, analytics, and cross-functional delivery. Also active in Vancouver's music and creative scene through independent music, digital marketing, creative direction, and audio production. **Languages:** English (fluent), French (conversational)

CORE COMPETENCIES

Strategy & Business Growth | Product Strategy & Management | Marketing & Campaign Execution | Digital Growth
Go-to-Market Strategy | Revenue Optimization | Customer Journey Optimization | Data Analysis & KPI Tracking
Cross-Functional Leadership | Stakeholder Management | Agile Delivery | Creative Project Management

PROFESSIONAL EXPERIENCE

Vancity Credit Union | Vancouver, BC

Oct 2025 - Apr 2026

Project Support Analyst, Microsoft Copilot Enablement

Supported enterprise rollout of Microsoft Copilot through reporting, change management, and employee enablement

- Built adoption and usage reporting to track enterprise AI utilization, licensing efficiency, and business impact.
- Identified 300+ unused licenses, contributing to \$140K in renewal cost savings.
- Planned and facilitated a 7-week AI enablement program for 2,700+ employees, coordinating 21+ training sessions, launching enterprise communications, and building an online learning hub for educational resources.
- Launched an adoption campaign that increased weekly AI adoption by 9%, reaching 300+ additional employees.
- Translated usage data into recommendations supporting licensing, governance, and employee enablement.

TELUS | Vancouver, BC & Toronto, ON

Sept 2021 - June 2025

Program Manager, Mobility Referral Programs | Mar 2024 - Jun 2025

Managed strategy, growth, and digital optimization for TELUS Refer-a-Friend and VIP Programs

- Led deployment of a referral offer increase and email campaign that generated \$395.9K in incremental revenue.
- Redesigned the digital referral flow with product, technology, and business teams to reduce friction and improve referral redemption.
- Used program and customer data to identify conversion opportunities and prioritize referral improvements.

Product Manager, Optik TV | July 2023 - Mar 2024

Oversaw planning and execution of the Mediaroom to OPUS TV platform migration

- Led the migration of 280K customers to a new digital platform, coordinating engineering, billing, support, hardware, and go-to-market teams.
- Translated business and operational needs into technical requirements, readiness plans, and migration priorities.
- Drove development of a \$750K automation tool to improve migration pacing, resource allocation, and risk visibility.
- Oversaw development of a PVR migration feature enabling seamless transfer of recorded content for 50K+ users.
- Created adoption forecasts, readiness assessments, and scenario plans to guide the phased migration.

Product Owner, TELUS Digital Small & Medium Business | Sep 2022 – Jul 2023

Owned backlog prioritization and Agile delivery for TELUS.com/business digital platform

- Managed a 12-person cross-functional team through 100+ digital launches spanning campaigns, product updates, competitive responses, feature enhancements, and website changes.
- Translated leadership and sales priorities into product requirements, user stories, and delivery plans.
- Owned backlog prioritization and led Agile planning across product, technology, marketing, and business teams.
- Implemented data-driven experiments that improved monthly digital sales performance from 83% to 117%.
- Led 7 holiday campaign launches that generated \$8K above digital sales targets.

Marketing Specialist, TELUS Healthy Living Network | Sep 2021 – Sep 2022

Managed content, merchandising, reporting, and customer growth initiatives for the TELUS Healthy Living Network.

- Used VOD viewership data and customer insights to inform merchandising and content decisions, contributing to 13% year-over-year revenue growth.
- Coordinated marketing campaigns across content, digital merchandising, reporting, and customer growth.

CREATIVE WORK

Independent Artist & Producer | Vancouver, BC

Feb 2023 - Present

Aaron Marcus | Boycott Blonde

Independent music spanning songwriting, production, creative direction, digital marketing, and artist management.

- Aaron Marcus: 50K+ EP streams, Spotify Editorial placement, and end-to-end creative direction across music, visual, and campaign projects.
- Boycott Blonde: 53K streams first month, +320% Instagram growth, and paid campaigns achieving \$0.11 CPC.
- Collaborated as songwriter, vocalist, and producer with artists including RIKII, Mar Emanuel, and Gert Taberner.

Digital & Creative Strategist | Vancouver, BC

Jan 2024 - Present

Kyra Croft Art | Artist & Creative Business

Leads digital strategy and creative direction for an art business across web, commissions, and exhibitions.

- Designed and launched an artist website and commissions guide supporting \$10K+ in revenue within eight months.
- Creative directed the artist's first gallery exhibition and three Vancouver-area art markets.

Freelance Audio Engineer & Musician | Vancouver, BC

Sep 2022 - Present

Independent Artist Projects

- Mixed and engineered 50+ releases for 20+ artists, providing production, mixing, and technical support.
- Provide live musical performances for weddings, fundraisers, and community events.

EDUCATION

University of British Columbia, Sauder School of Business | Vancouver, BC

Sep 2017 - May 2022

Bachelor of Commerce (BCOMM)

- Double Major: Marketing + Operations & Logistics