HAZEL PAN

Full-Stack Digital Marketing Manager

Obsessed with driving 100x ROI and more for every business I work with.

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SUMMARY

Sales Funnel Strategist & Operator | AI Automation, with 7+ years scaling 7-9 figure businesses through data-driven campaign strategy and automations.

I don't just create “content”-I architect entire marketing systems. I start with organic growth to validate what resonates, then scale and automate with AI.

From there, I layer in email: cold outreach for acquisition, nurture sequences for retention, and sales campaigns that convert existing subscribers into buyers.

Finally, I amplify through paid advertising-with data to back every decision and systems built for scale. I've built and optimized funnels that generated 7 figures in tracked revenue while maximizing resources.

My edge: I see the full picture. Everything starts with organic validation, then email, then scales through paid ads-each channel feeding the next. I know which metrics matter at every stage and when to execute each channel depending on where the company is right now.

WORK EXPERIENCE

Resicert

MARCH 2021 - PRESENT | 8 FIGURE REAL ESTATE INSPECTION FRANCHISE

Owned Media Strategist	August 2026-Present
Full-Funnel Copywriter	March 2021-August 2026

Owned Media Strategist

- Own strategy across SEO, AI-search visibility, content, social, email, listings, paid acquisition, and reporting for Resicert's inspection services.
- Originated revenue-generating lifecycle campaigns from scratch, defining strategy, audience segments, messaging angles, copy, and automation design.
- Connected and reconciled company data from multiple internal systems to identify customer segments and repeat-purchase opportunities, informing reactivation and quote-recovery campaigns.
- Rebuilt the marketing source of truth, validating performance data and turning it into reliable campaign insights and sales messaging.
- Appointed to lead LinkedIn advertising for Resicert's commercial division, including campaign strategy and lead-generation planning.

Full-Funnel Copywriter

- Collaborated on strategy for the full-funnel acquisition system.
- Created all copy and content assets for the complete marketing funnel.
- Managed messaging for email marketing of a 16,000+ lead database.
- Nudged $480k in sales from a single automated email sequence.
- Drove $360k in franchise sales through strategic email campaign (excluding recurring revenue).
- Built and optimized email funnels that converted cold leads into high-ticket sales.

Invizbiz

MARCH 2021 - PRESENT | 7 FIGURE BUSINESS CONSULTING FIRM

- Collaborated on strategy and messaging for the full-funnel marketing system.
- Created all copy and content assets for the complete funnel.
- Doubled average email open rates from 15% to 30%+ through strategic optimization.
- Developed a 365-day content calendar driving steady growth in newsletter and podcast subscribers.
- Managed multi-channel content distribution strategy.

Content Brewery

STARTED JANUARY 2019 | 7 FIGURE CONTENT PUBLICATION

- Built personal publication to test and validate content marketing strategies using my own resources.
- Grew 2-3 TikTok brands from scratch to 5,000,000+ views through organic content strategy.
- Experimented with multi-platform content distribution and engagement tactics.
- Developed repeatable frameworks for viral content creation and audience building.

The Scalelab

SEPTEMBER 2022 - JANUARY 2023 · SEPTEMBER 2023 - JULY 2024 | 7 FIGURE OUTBOUND AGENCY

- Led messaging strategy and campaign execution for 10 B2B clients at the same time.
- Joined every client meeting and update call, translating founder insights into cold outreach strategy.
- Managed full client portfolio: gathered requirements, aligned expectations, and ensured delivery.
- Collaborated with email automation specialists to align copy strategy with technical execution.
- Achieved 2% to 98% open rates on cold email campaigns through systematic testing.
- Developed repeatable systems for client campaign optimization.
- Helped cold email campaigns drive over 7 figures in pipeline for clients.

Scale Social

FEBRUARY 2023 - APRIL 2024 | LINKEDIN SMM AGENCY

- Managed full client portfolio and content operations for a LinkedIn-focused social media agency.
- Created multimedia content strategy and execution including visual assets, video clips, and written content.
- Hired, trained, and managed team of writers and social media agents.
- Streamlined client onboarding and content creation processes to improve satisfaction and retention.
- Developed repeatable content systems for consistent cross-client delivery.

Copywriting Dojo

MARCH 2020 - APRIL 2024 | 60,000+ MEMBERS E-LEARNING BRAND

- Helped grow community from 9k to 50k+ members through co-promotion, content strategy, and engagement campaigns.
- Co-launched a 7-Day Copywriting Challenge that now runs as an evergreen revenue generator.
- Managed multi-channel growth strategy across email, social, and partnerships.

Togal.AI

SEPTEMBER 2021 - JUNE 2023 | VC FUNDED FIRM OF BILLION DOLLAR RE BUILDER

- Rebuilt entire website from scratch in Webflow: homepage, pages, architecture, animations, illustrations, and copy.
- Set up analytics infrastructure: Google Analytics, Search Console, XML sitemap, and indexing.
- Grew organic traffic from 0 to 15,000+ monthly visitors, saving about $8k per month in ad spend.

Cold Outreach System

- Built cold outreach campaign from scratch, including email warmup, deliverability systems, and outreach infrastructure.
- Generated 2-6 positive replies per week on a consistent basis.
- Generated up to 19 qualified leads monthly with $150k average contract value.

Founded by Big Five Tech Executive

FEBRUARY 2022 - SEPTEMBER 2022 | CONFIDENTIAL SAAS VENTURE STUDIO

Led full go-to-market strategy for a SaaS product created by a venture studio founded by an executive from one of the Big Five tech companies.

Landing Pages & Creative Direction

- Directed designers, copywriters, and web developers to create high-converting landing pages.
- Developed messaging angles and creative direction for advertising teams to use in launch campaigns.
- Managed VAs to support execution across all workstreams.

Product Development & Feedback Loop

- Collaborated with developers to improve the app based on user feedback.
- Led cold outreach campaigns to recruit beta testers and gather insights.
- Created a feedback-driven iteration cycle that helped shape the product into something users wanted.

Launch Campaign & Awareness Strategy

- Designed and executed multi-channel awareness campaigns using communities, founder interviews, and content marketing.
- Led a team to engage on platforms like HARO and Qwoted, posting strategic questions to attract founder responses.
- Conducted online interviews with founders and turned their insights into an ebook used as a lead magnet.
- Coordinated with AppSumo to list and prepare the app for launch.

Cold Outreach & Demo Generation

- Built and led multi-platform outreach using Twitter and email to connect with potential users.
- Managed a team of VAs executing daily outreach.
- Averaged 12 demos booked per week with 2-5 conversions per week from cold outreach alone.

Shortlist.io

OCTOBER 2019 - OCTOBER 2021 | 7 FIGURE MARKETING AGENCY

- Strategized and wrote copy for a cold email campaign that generated $45k for a PPE firm.
- Strategized and wrote sales email copy that drove $60k in revenue for a CBD company.
- Strategized and wrote an onboarding email sequence and website copy that generated over $25k in sales in 2 weeks for a CBD company.
- Co-edited company e-book: “Hands Off: The Overworked CEO's Guide to Building an Organization that Runs Itself.”

The Entourage

DECEMBER 2019 - JANUARY 2021 | 9 FIGURE BUSINESS COACHING FIRM

- Generated over $1 million in revenue by creating all content for full-funnel campaigns.
- Strategized with funnel and ad team then created optimized content for Meta and Google ads, landing pages, and email sequences.
- Optimized conversion paths across paid and organic channels to maximize ROI.

NinjaOutreach

NOVEMBER 2016 - JULY 2019 | 7 FIGURE INFLUENCER MARKETING SAAS

- Executed digital content marketing campaigns that helped drive company growth from $15k to $120k MRR until 7-figure exit.
- Helped scale organic traffic from 15k to 250k monthly visitors with SEO and content strategy.
- Led cross-functional team to execute campaigns across paid ads, organic content, email, and in-app messaging.

Link Building & Guest Posting Systems

- Built and managed a full guest posting system with application pages for ghostwriters who contributed content in exchange for backlinks or payment.
- Managed all ghostwriters and pitched our website to external sites for backlink acquisition.
- Ran expert roundup campaigns with industry experts, generating promotion and backlinks.
- Collaborated with outreach manager to identify competitor backlinks and request link placements for our site.
- Executed broken link building strategy by finding dead URLs on relevant websites and pitching our content as replacements.

Course Creation & Influencer Collaboration

- Collaborated with team to co-create a full course with Matt Diggity and the CEO from scratch.
- Managed course development process: topic structuring, content creation, and review cycles.
- Helped drive increased revenue and visibility through the course.

Launch Campaigns (Reddit & Product Hunt)

- Executed Reddit AMA campaign, drafted posts, coordinated team responses, and maintained engagement.
- Created content for Product Hunt launch campaign and also collaborated on upvoting, sharing, email outreach, and real-time Q&A to sustain visibility.

Confidential National-Scale Diagnostics Lab

APRIL - NOVEMBER 2025 | NATIONAL-SCALE DIAGNOSTICS LAB

- Designed and led an influencer recruitment system for a national diagnostics brand, focused on driving awareness and trust at scale.
- Built and managed a cold outreach + DM engine sending 500+ personalized touches per day using a stack of SaaS tools (outreach, tracking, and CRM-style management).
- Generated 150+ positive responses from qualified influencers across health, fitness, bodybuilding, and wellness niches.
- Secured conversations and relationships with top creators in the space, including influencers with 5-10M+ followers and views on their channels.
- Standardized messaging frameworks, reply handling, and follow-up sequences so the system could be handed off and scaled by internal teams.

Multiple SaaS & SEO Brands

SAAS & SEO | MULTIPLE BRANDS

- Created high-converting copy and implemented on-page SEO and link building strategies for multiple SaaS companies.
- Nimbus App: Created competitor comparison landing page that continues to drive conversions.
- Infinity App: Created competitor landing pages and blog posts.
- Other publications I wrote for: Indie Hacker, Elementor, Slator, Amber Renae, Comindware, Bitrix24, The Hoth, etc.

SKILLS

Full-Funnel Strategy Validate organic → email → paid | Channel sequencing by stage | Cross-channel metric alignment | Know when to test / scale / kill	**Email Marketing** Cold outreach (acquisition) | Nurture sequences (retention) | Sales campaigns (conversion) | A/B testing and deliverability
Organic Growth & Content SEO and content strategy | Social media (TikTok, LinkedIn, YouTube, Instagram, Facebook) | Community building | Copywriting across channels	**Paid Advertising** Meta Ads (Facebook and Instagram) | MCP setup for Meta Ads management | Google Ads (Search, Display) | LinkedIn Ads | TikTok Ads | ChatGPT Ads (currently learning) | Campaign optimization | Landing page optimization

EDUCATION

Mapua University
Master of Arts, Psychology
2025-Current

References available upon request.