

SUMMARY OF QUALIFICATIONS

DIGITAL MARKETING SPECIALIZATIONS

Branding

Brand Management

Web Design

Ecommerce

Shopify

Web Development
(HTML, PHP, CSS)

Search Engine
Optimization (SEO)

Content Management
Systems (CMS)

WordPress

Blogging

Content Marketing

Email Marketing

Social Media

Google Analytics

Graphic Design

Print Design

Photography

Videography

A highly knowledgeable and entrepreneurial **digital marketing specialist** with experience in web design, ecommerce, search engine optimization, content marketing, email marketing, social media, graphic design and brand management. Solid understanding of online marketing, latest marketing tools & technologies and integration of digital media. Demonstrated capabilities in the areas of client service/consultation, communication and team work, with strong initiative and self-management

- Proven ability to develop, initiate and oversee digital marketing strategies to target customers, build brand awareness, grow online traffic and convert leads into online sales
- Solid understanding of Shopify ecommerce platform, design customization, app integration, product management and customer service
- Strong organizational skills and proficient at running multiple projects, with varied and strict timelines

EMPLOYMENT EXPERIENCE

Skiva Multimedia (www.skivamultimedia.ca), Waterloo, ON

Owner / Digital Marketing Specialist

03/06 – Present

- Initiate, create and oversee online marketing projects for small to medium-size businesses from conception to completion
- Closely collaborate with clients to understand core marketing, branding and communication messaging to implement effective online marketing and brand recognition
- Extensive experience in web design, ecommerce, search engine optimization, content marketing, email marketing, social media, content management systems and design processes
- Proven ability to maximize online marketing effectiveness through understanding target market, online traffic, website analytics, communication across multiple platforms and design elements
- Strong creative, visual and conceptual capabilities for designing multiple marketing elements including company logos, business cards, banner stands, vehicle wraps and graphics
- Adept abilities to work on multiple projects with overlapping deadlines, with strong organization and prioritization skills to coordinate all activities effectively
- Manage all facets of business operations and multiple activities including sales, customer service, responding to inquiries, quotations, invoicing and finance
- Experience working with a broad range of industry sectors including professional services, manufacturing, residential and commercial services

DIPLOMA IN MULTIMEDIA DESIGN AND PRODUCTION

Marketing
and
Business Management

Business Communications

Communications
Strategies

Multimedia
and
The Internet

Multimedia Theory
and
Applications

Multimedia Production

Effective Writing

Elements of
Graphic Design

Vector Graphics
and
Desktop Publishing

Digital Imaging

Video Production

Digital Video
and
3D Animation

Computer Systems

EMPLOYMENT EXPERIENCE

Tri-Mach Group Inc. (www.tri-mach.com), Elmira, ON

Digital Media & Marketing Coordinator

10/12 – 03/14

- Effectively oversaw the development of a wide range of marketing and multimedia initiatives. Supported the successful promotion and brand management for an industry leading company in the food, beverage and personal health care industries
- Advanced knowledge in the areas of website design and maintenance, related to media creation (content, company news/updates, photography, videos), search engine optimization (SEO) and website analysis (Google Analytics)
- Actively promoted corporate image and brand recognition, through the effective use of social media marketing including LinkedIn, Facebook, Twitter, YouTube and Google+, along with evaluation of social media analytics
- Implemented new email marketing system to replace an older system, managing newsletter and promotion campaigns to customers/leads database. Successfully improved open and click rates and reduced bounce rate and unsubscriptions
- Managed creative marketing projects, related to the design of corporate brochures, presentation folders, magazine advertisements, promotional videos, and writing content for articles in quarterly newsletter
- Collaborated with marketing manager to develop effective corporate marketing plan, which involved the refinement of marketing mix and annual scheduling of multiple marketing initiatives/projects. Oversaw a \$60K marketing budget with approval from marketing manager

ChromeMedia Inc. (www.chromemedia.com), Waterloo, ON

Website Designer

09/06 - 04/08

- Successfully managed web design projects from inception to completion; activities included reviews of existing client marketing materials, content management system installations and design revisions
- Worked closely with sales representatives to understand clients' needs and specifications, and attended appointment meetings with clients to more effectively communicate and respond to client requirements
- Provided technology support role to assist clients with content management systems, modifications to website layout and troubleshooting of technical issues
- Comprehensive technical and design experience, flash animation, database configuration, along with knowledge of email set-up
- Performed designs in close collaboration within team for various planning, marketing, and corporate information initiatives

EDUCATION

Conestoga College, Kitchener, ON

Credit in Marketing I

2012

Fanshawe College, London, ON

Diploma in Multimedia Design and Production

2005