

Profile

Results driven marketer, with a passion for technology. Combines analytical skills, curiosity and an interest in people, to forge strong client relationships and oversee the creation of strategic marketing campaigns.

Skills	Digital Campaign Development	Creativity	Relationship Building
	Proven ability to develop, manage and report on data driven campaigns that exceed client KPI's.	Great at identifying challenges and developing creative solutions that best leverage the available assets.	Excellent at developing and nurturing long-term client relationships, and enjoys working with members of a team.

Platforms	Sysomos Sprout Social	Facebook/Twitter ads Facebook Insights	Google AdWords Analytics
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Hooplah, *Toronto*

Account Executive

Feb 2011 - Nov 2013

- Responsible for:
- day-to-day communication and maintenance of multiple long-term client relationships
 - staying abreast of the latest digital trends, platforms and ad units
 - researching client goals, target markets and market trends in order to develop and grow digital campaigns
 - working with members of the SEM, social content, design and account team to help create and implement digital programs designed to maximize client KPI's
 - working with media vendors to design and implement digital programs
 - overseeing the design and implementation of social content strategies
 - project management of ongoing digital programs
 - compiling and presenting monthly/quarterly campaign reports managing 2 designers, 3 SEM specialists, 1 copy writer, 1 account co-ordinator, 1 intern
- Campaigns:
- Researched and project managed a digital campaign that drove 6,000 Facebook fans, 400 Twitter followers, 55,000 video views and 35,000,000+ ad impressions
 - Oversaw the design and development of two websites and 10+ tabs
 - Managed a sampling campaign that drove 30,000+ Facebook likes
 - Partnered with a media vendor to run a blogger review campaign that generated 40,000+ page views, 1,000,000+ impressions, and included an e-blast/newsletter sent to 330,000 Canadians

Hooplah, *Toronto*

SEM Coordinator

Nov 2010 - Jan 2011

- Worked on strategy, set-up and management of PPC/RTB media campaigns
- Wrote copy for both SEM advertising and Facebook advertising
- Supervised the design and development of banner ads

Dentistry on Greenlane, *Toronto*

Receptionist

May 2010 - Jan 2011

- Responsible for coordinating schedules and organizing office affairs
- Provided customer service and dealt with customer complaints
- Supervised the design and development of banner ads

Education

Bitmaker Labs, *Toronto*

Full Stack Web Development Program

Jan 2014 - Mar 2014

- Learning to program web apps using HTML, CSS, Javascript, Ruby, Ruby on Rails

University of Western Ontario, *Toronto*

Bachelor of Arts, Double Major in Classical Studies and Psychology

2006-2010

- Early acceptance into an Arts degree with an average of 85%

Activities

Completed the George Brown Continuing Education Culinary Arts 1 Course
Completed the Goodlife Fitness Half Marathon
First Aid Certified through Magen David Adom Junior Paramedic Program
Completed the dramatic arts exams at Trinity College of London