

# Cara Falcon

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## EDUCATION

***Bachelor of Business Administration (B.B.A), Marketing*** **2010-2014**  
University of Toronto, Scarborough, ON

## SKILLS

**Operating Systems:** Mac OSX (Advanced), Windows (Intermediate)  
**Web Design:** HTML, CSS, SASS/SCSS, Bootstrap (Advanced), JavaScript/jQuery (Novice)  
**Adobe Suite:** Photoshop (Intermediate)  
**Content Management Systems:** WordPress (Novice), Joomla (Novice)  
**Version Control Systems:** Git (Novice)  
**Web Proxy Systems:** Charles Proxy (Novice)  
**Database Language:** MySQL (Intermediate)  
**Microsoft Suite:** Word, Excel, and PowerPoint (Advanced)  
**Ad-Serving Technologies:** MoPub, UnityAds, AppLovin, AdColony (Advanced)

## EXPERIENCE

***Mobile Ad Analyst*** **May 2014 - Present**  
Fuse Powered Inc. (Acquired by Upsight, Jan. 2016)

- Manage new and existing ad partner relationships
- Mine ad performance datasets in order to provide meaningful insights around optimization techniques and identify key opportunities to increase ad revenue
- Acquire, coordinate, and deliver high performing advertising campaigns (direct deals and cross-promotions)
- Assist with onboarding and training new Ad Operation hires and improved the process through developing a standard operating procedures document
- Work with cross-functional teams (QA, BI) to troubleshoot issues

***Freelance Web Designer*** **June 2013 – Present**

- Discuss with clients to define aesthetic and functional specifications
- Construct sites with HTML, CSS, JavaScript/jQuery, and styled with Bootstrap
- Build websites with Joomla CMS
- Design logo and banners with Adobe Photoshop

***Vice President of Marketing (Volunteer)*** **Oct 2013 – May 2014**  
Investment Society, Student Group at UTSC

- Designed marketing collateral (posters, pamphlets, business cards) with Adobe Photoshop
- Managed marketing, communications, and IT departments by delegating tasks and ensuring deadlines are met

**Project Officer (Audit Division)****Jan 2013 – Apr 2014**

Canada Revenue Agency

- Reviewed and updated confidential account information upon requirements
- Contacted clients via telephone or written correspondence letters
- Organized and entered data using Microsoft Office Suites

**Webmaster****Nov 2012 – Apr 2014**

University of Toronto

- Integrated updates and new postings into existing website using Adobe Dreamweaver
- Posted new videos and photos to support content via website and Facebook
- Designed marketing collateral (event posters) with Adobe Photoshop for the University of Toronto Athletics Department
- Worked in coordination with team members to promote upcoming events

**Director of IT (Volunteer)****Apr 2013 – Oct 2013**

Investment Society, Student Group at UTSC

- Renovated and maintained Investment Society website ([www.investmentsociety.ca](http://www.investmentsociety.ca)) using web CMS *Joomla*
- Updated website content for upcoming internal events, news, and external conferences

**Assistant Team Leader (Volunteer)****Nov 2009 – May 2014**

Robotics Club at Notre Dame C.S.S.

- Assisted with basic programming in Java
- Worked as a team to develop an autonomous robot
- Achieved 1st place LOSSRA Robotics Competition

*References available upon request.*