

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

Creative Manager & Lead Developer (Volunteer) May 2016 – Present
Sudo Labs

- Develop Sudo website with HTML, SCSS, and Bootstrap
- Design marketing collateral (Logo, Facebook cover photos, Sponsorship Package, Business Cards) with Adobe Photoshop

Senior Mobile Ad Analyst Jan 2016 – Present
Upsight

- Manage over 15+ ad partner relationships at any given time
- Monitor and review publisher performance and identify opportunities for revenue growth
- Assist with onboarding and training new Ad Operation hires
- Collaborate with QA, BI teams 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 WordPress, Joomla CMS
- Design logo and banners with Adobe Photoshop

Mobile Ad Coordinator May 2014 – Jan 2016

Fuse Powered Inc. (Acquired by Upsight, January 2016)

- Acquired, coordinated, and delivered high performing CPI advertising campaigns (direct deals and cross-promotions)
- Negotiated pricing and traffic volumes based off KPIs
- Onboarded new apps for ad mediation across multiple ad networks

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) 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.