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 (Proficient), Windows (Intermediate)
Web Design: HTML, CSS/SCSS, Bootstrap (Intermediate), JavaScript/jQuery (Basic)
Adobe Suite: Photoshop, Dreamweaver, and Flash Catalyst (Basic)
Content Management Systems: Joomla (Basic)
Version Control Systems: Git (Basic)
Web Proxy Systems: Charles Proxy (Basic)
Database Language: MySQL (Intermediate)
Microsoft Suite: Word, Excel, and PowerPoint (Proficient)
Ad-Serving Technologies: MoPub, UnityAds, AppLovin, AdColony (Proficient)

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) 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.