

Cara Falcon

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

Ontario Secondary School Diploma **2010**
Notre Dame C.S.S, Ajax, 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., Ad Operations

***What is Fuse Powered?**

Fuse takes the hassle out of multiple ad network integrations by rolling everything up into a single SDK. The Fuse SDK offers a monetization tool that allows mobile app publishers to provide the optimal experience for their users through effective player segmenting, targeting, and engaging (whether it's with IAPs, virtual goods, and/or ads). Fuse takes care of maximizing ad revenue for publishers across our portfolio of top performing ad networks and exchanges.

- 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)
- Assisted with onboarding and training new Ad Operation hires and improved the process through developing a standard operating procedures document
- Work with cross-functional teams (Product, Support, Quality Assurance, Business Intelligence) to monitor and measure the success of various features, campaigns, and company initiatives

Freelance Web Designer**June 2013 – Present**

- Discuss with clients to define aesthetic and functional specifications of the website
- Construct websites 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 – Apr 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

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

Project Officer**Jan 2013 – Apr 2014***Canada Revenue Agency, Audit Division*

- 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**Oct 2012 – Apr 2014***University of Toronto, Physical Activity Coaches and Educators Group*

- 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 UofT Athletics Department
- Worked in coordination with team members to promote upcoming events

Assistant Team Leader (Volunteer)**Nov 2009 – May 2010***Notre Dame C.S.S., Robotics Club*

- 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.