



## Qualifications Profile:

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Multi-talented and exceptional senior graphic designer with extensive experience in marketing and advertising. Highly-skilled in digital marketing, website design and development, branding, corporate design and video.

Digital Marketing, E-mail marketing, PPC, Analytics, Branding, Video Editing, Print Media, Social Media, SEO, Website Design & Development, Responsive Design, Package Design, Trade Show Displays, Photo-Retouching, Presentations.

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## Professional Experience:

### Marketing Manager

Branding International: May 2020 – Present

Develop and oversee brands and marketing for companies in various categories. Help companies grow by achieving revenue goals. Design, create and manage brands, package designs, social media content and paid advertising, corporate websites, video and digital marketing:

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### Marketing Manager

Victory Nutrition International: March 2017 – May 2020

Provide executive leadership of the VNI marketing and design team and inbound marketing activities internationally, which include: corporate marketing, product marketing, and project management. Drive the Company's efforts to position itself as a visionary leader and potential in its emerging market and to achieve its revenue goals. Managed the department while creating and managing brand, package design, social media, corporate websites, digital marketing, videos and more.

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### Marketing Manager

America's Naturals: May 2013 – March 2017

Report to the President as a member of the America's Natural's executive team. Provide executive leadership and management of the America's Natural's marketing team and inbound and out-bound marketing activities worldwide, which include: Corporate marketing, product marketing, and project management. Drive the Company's efforts to position itself as a visionary leader and potential in its emerging market and to achieve its revenue goals. Design, create and manage brand, package design, social media, corporate websites and digital marketing:

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### Marketing Manager

For Life Products, LLC: September 2012 – May 2013

Plan and execute all web, SEO/SEM, marketing database, email, social media and display advertising campaigns. Design, build and maintain print and social media presence. Measure and report performance of all digital marketing campaigns, and assess against goals (ROI). Identify trends and insights, and optimize spend and performance based on the insights. Brainstorm new and creative growth strategies. Collaborate with internal teams to create landing pages and optimize user experience. Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels. Collaborate with agencies and other vendor partners.

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### Marketing Manager

Live The Source, LLC: April 2009 – September 2012

Manage creative team. Approve or reject advertising campaign ideas. Ensure team meets deadlines and stays within budget. Create and manage ads, brochures, websites, TV, radio, and other forms of advertising. Determine what makes products appealing to consumers. Develop unique, new concepts. Conceive, develop and produce effective advertising campaigns. Oversee digital content manager. Perform search engine optimization techniques. Oversee campaigns from production to completion (print and digital). Revise, edit, and proofread content as needed. Work within tight deadlines. Monitor and change advertising campaigns to change effectiveness. Work with media planners/buyers and the production department to fully develop the advertising campaign. Research competitors and keep abreast of market trends. Plan and execute all web, SEO/SEM, marketing database, email, social media and display advertising campaigns. Design, build and maintain print and social media presence.

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## Educational Background

George Brown College, Toronto Ontario: Bachelors Degree Graphic Communications

Sheridan College, Mississauga Ontario: Art Fundamentals

Carleton University, Ottawa Canada: Theoretical and Mathematical Physics

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## Technical Background

Adobe Creative Suite: (Dreamweaver, InDesign, Illustrator, Photoshop, Premier Pro) • Microsoft Office: (Excel, Word, Power Point) • HTML • CSS • eCommerce Platforms: (Magento, Wordpress, Shopify) • Social Media Platforms: (Facebook, Instagram, TikTok, Twitter) • Sprout Social • Hootsuite • SEO • google Analytics • google Adwords • Mailchimp • Constant Contact • Slicktext (sms)