

BRUCE CANALES

Digital Marketing Manager / Creative Lead

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Behance: www.behance.net/brucecanales



A digital marketing manager, having a proven expertise in SEO/SEM with an excellent familiarity with CRM systems, CMS (Wordpress), social media, Google Analytics and various Internet resources.

Expresses a keen desire to learn and excel in digital marketing for the benefit of the organization. All marketing strategies are designed and implemented with one goal in mind: "generate revenue and create brand awareness".



WORK EXPERIENCE

- **Digital Marketing Manager** March 2014 – Current

PIVOTAL Integrated HR Solution

**Created and launched the company's first estore. Generated \$30,000 in revenue in the first 7 months.*

As the Digital Marketing Manager, my role is to re-brand and re-strategize the company's online marketing efforts while maintaining traditional marketing such as collateral design and printing. I created, launched and maintained all Social Media postings and blog postings along with analytical reporting.

- **Thinkpuddle Inc. (Whoozin)** March 2013 – March 2014
(12 month contract)

Online Marketing & Brand Coordinator

**Launched Whoozin from 50 daily member logins to 1,300 daily logins – 3000 visits per day.*

Whoozin launched in November of 2012 with no social media presence, no traffic and no brand recognition. As the Online Marketing & Brand Coordinator, my main objective was to take this brand and make it global in order to attract our audience and get Whoozin to level of popularity along with its competitors such as Evite and Punchbowl.

- **Weight Watchers Canada** March 2012 – April 2013
(11 month contracts)

Online Marketing & Social Media Coordinator

**Facebook US Likes - 1,089,279, Twitter Followers – 165,853*

As a part of the online marketing and social media team, my role is to create social media identity in the Canadian marketing and continue to create and share content for events and promotions through these media channels while still maintaining the day to day website maintenance and execute seasonal promotional marketing campaigns.



SOFTWARE SKILLS

Photoshop
85%

Illustrator
70%

Dreamweaver
85%

Hubspot
70%

Google
Analytics
70%



EDUCATION

- University of Toronto**
 Search Engine Optimization
 Sept-Dec 2013
**Obtaining Certification and Accredited by the Canadian Institute of Marketing*
**Final Grade Average 89%*
- University of Toronto**
 Web Marketing & Ecommerce Management
 2010 - 2011
**Obtained Certification and Accredited by the Canadian Institute of Marketing*
**Final Grade Average 95%*
- George Brown College**
 Internet Publishing
 2009 - 2010
- George Brown College**
 Graphic Design Degree
 1994 -1997



REFERENCES

Mike Salveta
 President
 PIVOTAL HR Solutions
 416.254.2340

Mike Salveta
 President
 PIVOTAL Staffing Solutions
 416.346.5703

Jerome Breslin
 Office Manager
 Think Puddle
 416.900.0940

Matt Train
 Digital Marketing Manager
 Weight Watchers
 647.926.3556



PORTFOLIO



Sakoian Architects
 Branding / Logo Design



My Virtual Clinic
 Branding / Print / Web Design



PIVOTAL eStore
 Branding / Web & Mobile Design



It's A Wrap Restaurant
 Branding / Print / Web Design

