BRUCE CANALES

Digital Marketing Manager / Creative Lead

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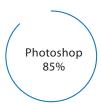
Behance: www.behance.net/brucecanales

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".











Hubspot 70%

Google Analytics 70%



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.



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



PORTFOLIO



Sakoian ArchitectsBranding / Logo Design



My Virtual Clinic
Branding / Print / Web Design



PIVOTAL eStore
Branding / Web & Mobile Design



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





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