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| |  | | --- | | **Moe Kamal, Jr.** | | |  | | --- | | **Contact Details** | | **Cell : 647-922-6621**  **e-mail : m.kamaljr@gmail.com** | |
| |  | | --- | | **Address** | | 186 Grace Street Little Italy, Toronto, Ontario, M6G 3A6 | | |
| |  | | --- | | **Profile** | | |  |  | | --- | --- | | **Objective** | To join a dynamic team in a mid-senior level position in the field of E-Commerce, Digital Marketing & Social Media. | | **Availability** | From June, 2012 | | | |
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| |  | | --- | | **Education** | | |  |  | | --- | --- | | **2010 to 2012** | **Certificate in E-Business & Web Marketing**  University of Toronto | | **2004 to 2008** | **Bachelor of Business Administration, Major Marketing, GPA 4.0**  Cape Breton University | | | |
| |  | | --- | | **Work Experience** | | |  |  | | --- | --- | | **Spier & Mackay, Mississauga** | **Full Time** | | **E-Commerce Marketing Coordinator**   * Launched CPC & CPM search, display, site targeting & re-targeting campaigns (25% increase in sales) * Developed customer acquisition & retention strategies for men’s apparel & weekly promotional campaigns (50% increase in sales) * Social media community management (Facebook, Twitter, Tumblr, Instagram, Flikr, Foursquare, Wordpress, Youtube, Pinterest) * On page & off page page SEO * User interface & navigation enhancement (3 clicks to purchase, 80% exit decrease on sign up page) * Developed a 52 week marketing plan, budgets & forecasts * Planned out weekly search engine optimized blog posts * Launched promotional email blasts & mapped out activity based email campaigns. * Web maintenance, content management & inventory control * Liaised with a PR agency for media coverage (Featured in W Magazine as one of the online menswear websites that outperforms brick & mortar, Valet, Amber – The NY Times, CTV News) * Currently managing the migration process to a new CRM system including mapping drip /time email campaigns * Managed a complete re-skin of the website for further UI enhancement * Introduced a CRM & a customer service portal using Desk.com   **Marcus Evans, Toronto**  **Sr. Project Manager, North America Conferences** | **September 2011 to Present**  **Full Time**  **September 2010 to August 2011** | | * Plan project strategies while working with production, sponsorship and marketing departments. * Lead generation and industry research * Develop business with C-level executives of fortune 500 * Projects : * Talent acquisition, Toronto (Cross industry) * Drug Repositioning, Philadelphia (Life Sciences & Healthcare) * Open Innovation, Philadelphia (Cross industry) * Global pricing & reimbursement, Philadelphia (Life sciences & Healthcare) * Strategic asset management for power plants, New Orleans (Energy) * Preventing ERISA claims, Washington (Legal) * Key Corporate Accounts: ABB, Amgen, AstraZeneca, Braskem, Citi Bank, CSL Behring, Dynergy,   Eli Lilly, Johnson & Johnson, Mars North America, Merck, Nokia, Procter & Gamble, Siemens, Walmart | | | **Canadian International College**  *Associate Campus of the University of Ottawa & The University of Windsor* | **Full Time**  **August 2008 to September 2010** | | **Digital Marketing & Social Media Specialist** |  | | * Develop lead generation campaigns and strategic pipelines for international recruitment * Create & execute strategic online campaigns (CPC, CPM & CPA) * Develop & execute SEM & banner network campaigns (Google & Yahoo!) * Administer all social media accounts (Facebook 55K Fans, Linkedin, Twitter, Flikr, Google+) * Convert social media impressions into expressions & admission * Update website content via CMS * Liaise with advertising agencies, media buyers & digital advertising agencies * Launched social media campaigns for Edu au/in Canada by the Council of Ministers of Education Canada (CMEC) * Market research, budgeting & forecasting | | | **Teaching Assistant, School of Business Administration** | **Fulltime** | | * Promotion Strategy * Competitive Business Analysis * Public Communication * Small Business Management | **February 2008 to July 2008** | | **iBitstore.com a subsidiary of SMH Marketing**  **E-Marketing Coordinator** | **Full time June 2007 to January 2008** | | * Upload stock feed to the Froogle merchant center (Now Google Shopping) * Coordinating CPA based banner network campaigns, launching email blasts via constant contact * Launching & coordinating “coreg” lead generation campaigns * Analyse online sales and, develop online sales report & promote top selling items on the website & affiliate portals * Negotiating IO’s with agencies & banner networks * Liaising & negotiating rates with vendors (Centre Soft, Sony PS, Activision, EA Sports, Apple, Nintendo, Eidos) | | **Full time** | |  | | **Optic & Blue Ridge Telecom**  **Business Analyst**   * Develop daily sales reports * Compiling KPI reports | **Internship**  **August 2004 to September 2005** | | | |
| |  | | --- | | **Key Skills** | | Proficient in a vast array of softwares, applications, programs, and platforms including:   |  |  |  |  | | --- | --- | --- | --- | | **Microsoft Office 2011**  **Photoshop, Illustrator**  **Salesforce CRM** | **Wildfire, Pagemodo, Involver, Hootsuite, Tweetdeck** | **Google Adwords, Google Analytics, Adroll, Microsoft Ad Center** | **Basic HTML,**  **Content Management System (CMS)** | |  |  | | --- | | **Training, Course & Workshops** | | |  |  | | --- | --- | | **University of Michigan**  **Stanford University**  **Google Engage SES**  **Facebook & Hubspot**  **Google**  **Holiday PPC Strategies**  **DMA**  **Google**  **Facebook** | Social Network Analysis Course via Coursera- 2012  Computer Science 101 Course via Coursera- 2012  Adwords, Analytics & SMM with Rajiv Rana Head of Global SMB NA Google - 2012  Chris Luo, Head of Global SMB Marketing at Facebook – 2012  Google Engage Masters Program, Cardinal Path – advanced track, 2011  Avinash Kaushik, Digital Marketing Evangelist at Google 2011  Web & search engine marketing, 2011  Google Engage for Agencies (adwords & analytics) 2010  Blake Chandlee, SVP & Commercial Director, EMEA, Facebook, 2010 | | **Shell** | Marketing Training, 2008 | | **Leadership** | Workshop by Steven Covey, Rudolph Guiliani & Jack Welch, 2005 | | | |
| |  |  | | --- | --- | | **Agencies, Publishers & Affiliates** | **Project/Campaign** | | * Teambuy, Dealfind, WagJag & Groupon * AOL * BannerConnect.net * BannerNetwork.co.uk * eSpotDigital.com * Shopzilla.com * Adaptive Affinity * Play.com | * Deal campaigns * Negotiated CPA banner campaign * CPA banner campaign * PPC banner campaign * CPA banner campaign * Affiliate * Coupon campaign * Merchant |  |  | | --- | | **Awards & Achievements** | | |  |  | | --- | --- | | **Ministry of Education** | Merit of Honor Award by Karen Casey, Minister of Education, Nova Scotia, 2008 | | **CIC Silver Medal** | Best Graduation Project, Full Academic Scholarship, 2008 | | | |
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