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| **Moe Kamal, Jr.** |

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| **Contact Details** |
| **Cell : 647-922-6621****e-mail : m.kamaljr@gmail.com** |

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| **Address** |
| 186 Grace Street Little Italy, Toronto, Ontario, M6G 3A6 |

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| **Profile** |
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| **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** |
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| **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 |

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| **Work Experience** |
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| **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

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| **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 timeJune 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**  |
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| **Optic & Blue Ridge Telecom****Business Analyst** * Develop daily sales reports
* Compiling KPI reports
 | **Internship****August 2004 to September 2005** |

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| **Key Skills** |
| Proficient in a vast array of softwares, applications, programs, and platforms including:

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| **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)** |

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| **Training, Course & Workshops** |
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| **University of Michigan****Stanford University****Google Engage SES****Facebook & Hubspot****Google****Holiday PPC Strategies****DMA****Google****Facebook** | Social Network Analysis Course via Coursera- 2012Computer Science 101 Course via Coursera- 2012Adwords, Analytics & SMM with Rajiv Rana Head of Global SMB NA Google - 2012Chris Luo, Head of Global SMB Marketing at Facebook – 2012Google Engage Masters Program, Cardinal Path – advanced track, 2011Avinash Kaushik, Digital Marketing Evangelist at Google 2011Web & search engine marketing, 2011Google Engage for Agencies (adwords & analytics) 2010Blake Chandlee, SVP & Commercial Director, EMEA, Facebook, 2010 |
| **Shell** | Marketing Training, 2008 |
| **Leadership** | Workshop by Steven Covey, Rudolph Guiliani & Jack Welch, 2005 |

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| **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
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| **Awards & Achievements** |
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| **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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