

FARAAZ MOLEDINA

OBJECTIVE To bring creative and strategic marketing ideas to life, while producing outstanding, meaningful results.

- SKILLS & ABILITIES**
- Content Management Systems | Experienced with WordPress, Sitefinity and Red Dot
 - Project Management Tools | Zoho, Jira and Trello.
 - HTML | Comfortable editing and writing code within a number of CMS platforms.
 - Microsoft Office | Proficient with Word, Excel, PowerPoint, and Outlook.
 - Adobe Photoshop | Well versed in picture manipulation and design layout.
 - Social Media | Possess strong judgment in managing corporate Facebook, Twitter, and YouTube accounts
 - An enthusiastic and energetic team player with exceptional organizational skills.
 - A self-motivated problem solver, with the ability to quickly learn new skills and concepts.
 - Work well under pressure to meet multiple timelines, and maintain a positive attitude in all situations.

EXPERIENCE

DIGITAL ACCOUNT MANAGER, STEPHEN THOMAS LTD

May 2015 – Present

- Managed and executed digital marketing campaigns for non-profit clients like Amnesty International, Kids Help Phone and Mount Sinai Hospital Foundation.
- Worked closely with clients to understand their specific digital marketing/fundraising goals, and ensure that campaigns are executed to meet their objectives.
- Acted as a subject matter expert, to help fellow Account Managers understand the capabilities of digital marketing, and how it can be integrated into our overall service offerings.
- Cultivated client relationships by managing expectations, and effectively communicating project progress in a professional manner.

WEB CONTENT LEAD, SUNCOR ENERGY

February 2014 – April 2015

- Optimized web copy to meet SEM best practices, and ensured that users are able to easily find relevant content.
- Successfully managed 10 or more simultaneous projects, with varying stakeholders and deadlines, while maintaining accuracy and quality throughout.
- Helped the e-communications department streamline their budget, by taking on a variety of design work in-house, to offer more value.

QUALITY ASSURANCE SPECIALIST, JUPITER SPOTLESS

April 2013 – February 2014

- Wrote and edited copy for Demerara Mutual, to reflect their products and services in a professional and clear manner.

- Performed quality testing for PalterdeLiso.com, to assure proper site functionality across multiple browsers, and screen resolutions.
- Was specifically chosen to conduct QA for Trinidad and Tobago's Ministry of Energy Facebook game.
- Collaborated with the development team to identify critical game play issues and defects.
- Used Zoho project management tools to effectively communicate all bugs and issues to appropriate team members in a timely fashion.

PRODUCER, BABYROBOT (DIGITAL DIVISION OF KBS+ TORONTO)

October 2011 – November 2012

- Managed the redesign of The Keg Restaurants' website from concept to completion.
- Executed time sensitive digital maintenance projects for a variety of clients including The Keg Restaurants, Target Canada and Church & Dwight Canada.
- Led creative and technical development teams of up to 7 people, keeping projects on schedule, within budget, and on brief.

EDUCATION

UNIVERSITY OF TORONTO – DIGITAL MARKETING MANAGEMENT CERTIFICATE, 2014

A program focusing on the application of social media, SEO and CRM tools in the marketing/advertising industry.

WILFRID LAURIER UNIVERSITY – HONOURS BACHELOR OF ARTS, COMMUNICATIONS STUDIES, 2009

With an emphasis on core Marketing courses, and Business electives.

PERSONAL DEVELOPMENT

- Enrolled in a "Writing Humour" class at the University of Toronto to continue developing my writing craft and editing skills.
- Fulfilled a life-long goal by taking the "Stand-up 101" class at the Second City Training Centre, and performed a 5-minute comedy set for an audience of about 100 people.
- Organized and performed stand-up comedy at open mic events in Toronto, at the Comedy Bar, PJ O'Brien's Pub and 120 Diner.
- Wrote for Wilfrid Laurier's award winning student newspaper, The Cord Weekly, as the automotive review journalist.
- Served as Co-President of the Laurier Boxing club, leading classes of 15 or more people, and teaching students proper boxing techniques.