

VANESSA KOFFMAN

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Profile

Accomplished digital-focused marketing professional with experience in growing business objectives online, improving brand awareness, and improving social media presence. Skilled in leading integrated digital marketing campaigns, including audience development, subscription marketing, content creation, email marketing, display advertising, SEO and SEM.

Work experience

Digital Marketing Manager 01/2020 – present

Integrity Fitness, Vaughan , Canada

Responsible for executing the digital marketing plan and managing its budget. Lead and train social media and sales team. Design website banners and assisting with web visuals. Brand development and positioning to targeted public segments. Execute and enhance Google ads performance and Google My Business. Keeping up to date with current digital trends. Recognizing the market and formulate marketing activities with a firm focus on individual product and subject. Monitor and analyze the behavior of customers on website and Instagram to optimize content.

Director of Marketing & Sales 12/2017 – 12/2019

Re-Source Asset Solutions, Toronto, ON

Plan and execute all digital marketing, including SEO/SEM, email, and display advertising campaigns. Launched an e-commerce website while developing sales plans, strategic marketing and advertising programs, brand awareness, and product launches, with a budget of \$100K. Implemented an email strategy with a list growth of over 50%, while reaching the goal of \$1,000,000 in sales in 6 months.

Work experience

Account Manager 04/2017 – 07/2017

Skylar Media Group Inc., Toronto, ON

Met with and collaborated on client's digital strategy, marketing, and advertising needs. Achieved digital strategy objectives by working with media partners, social influencers, and Google partners. Facilitated the planning and implementation of marketing strategies, with a focus on expanding market share and maximizing revenue. Managed key accounts, strategic partnerships, project and campaign costs, and a budget of \$500K. Maintained clients business operations through targeted advertising.

Senior Marketing Manager 11/2011 – 04/2017

GS Beauty Group, Toronto, ON

Created a yearly marketing plan of online strategies such as search engine marketing, product listings, and affiliate marketing, to maximize campaign results for three separate GS Beauty brands. Re-branded the company identity, including visual elements, messaging, and target market to a younger and more influential market. Managed and led a yearly advertising budget of \$500K on a national and regional level. Established and managed the overall business plan for the marketing and buying department.

Achievements

Elevated Volvo of Toronto's digital strategy to accurately reflect its corporate brand.

Created an e-commerce website, email marketing and Google AdWords campaigns for the sales and distribution of fixed assets for Walmart, Metro, Giant Tiger, and Princess Auto.

Achievements

Developed a symbol that would translate across various digital and social platforms for a save on energy program for Alectra Utilities.

Built two new brands with GS Beauty Group, while orchestrating the full life-cycle and concept of the annual "Give and Take" campaign for Trade Secrets, which increased sales by 50% year over year.

Education

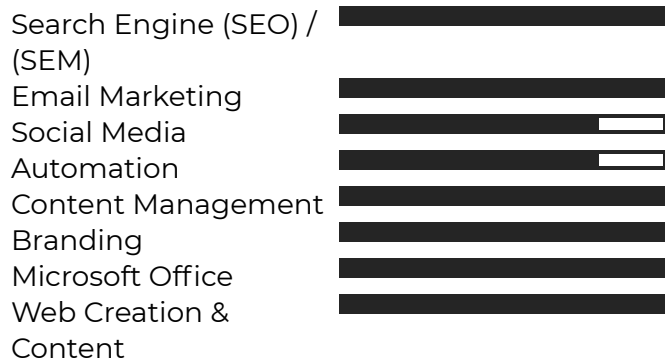
Digital Marketing Management 2018 – 2019
The University of Toronto, Toronto, ON

Fashion & Retail Marketing 2007 – 2009
Parsons New School For Design , New York, NY

Bachelor of Arts - Major in Marketing 2001 – 2006
York University , Toronto, ON

Skills

Digital Marketing



Management & Leadership



Strengths

- Strategic planning
- Communication
- Analyzing
- Goal Oriented
- Budgeting
- Management
- Leadership
- Multitasking
- Organizing
- Advising
- Creative thinking
- Engaging personality
- Team-working
- Interviewing job candidates