

# Heidi Faerber

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## Education

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Graduated from Durham College with an advanced diploma in public relations.

### Certifications & Accreditations

- Google Ads
- Meta Blueprint

## Related Skills

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- Expert-level proficiency with over five years of working experience with digital platforms: Mailchimp, Clickup, FIGMA, Meta Business Suite, Meta Ads Manager, Pinterest Ads Manager, Wix, Zapier, Google Workspace, and Google Ads, with over five years of experience.
- Provides valuable recommendations for digital marketing strategies customized for target audiences, emphasizing storytelling and brand mission objectives while maximizing Return on Ad Spend (ROAS), Cost per Lead (CPL), or Cost per Click (CPC) metrics.

## Experience

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### Digital Marketing Strategist & Media Buyer

Pixel Atlas | Jan 2021 - Present

**Media Platforms:** Meta, Google Ads, LinkedIn, Pinterest

- Formulate and implement digital marketing strategies, utilizing automation and strategic planning across platforms, to enhance Return on Ad Spend (ROAS), conversion sales, and lead generation.
- Optimize social media campaigns to generate organic growth, fostering increased engagement and enhancing bottom-of-funnel sales opportunities.
- Conduct thorough market research and competitor analysis to identify trends to target multiple buyer personas while adhering to industry growth practices.

## Marketing Manager

NVS Canada | Jan 2020 - Dec 2020

- Conducted comprehensive market research to identify and effectively target new audience segments, resulting in a 25% customer base expansion.
- Collaborated with brand partners to create engaging content for LinkedIn and Meta, resulting in a 37% increase in monthly audience engagement, interaction, and lead generation.
- Coordinated virtual events and webinars, creating brand and product awareness within their niche market. This led to a 25% increase in quality leads B2B sales.

## Senior Media Buyer & Strategist

ChizComm Marketing Agency | Aug 2018 - Dec 2019

- Developed and implemented social media campaign strategies targeting lifestyle audiences, leveraging in-platform advertising with influencer and celebrity collaborations for e-commerce and product sales.
- Liaison between PR teams, management, and influencer camps to ensure the successful execution of contract objectives of each campaign. Optimized, monitored, and reported on the performance and results of each campaign.
- Managed multiple accounts and advertising budgets for each client while providing insightful optimization to increase returns on ad spend (ROAS), lower cost-per-click (CPC), and improve cost-per-lead (CPL) metrics.

## Marketing Coordinator

Improve Canada | Mar 2016 - July 2018

- Developed digital and print marketing materials for over 200 home improvement vendors, including content creation, paid ads strategies, digital and printed flyers, magazines, and informational trade show content.
  - Implemented an in-house email marketing campaign to showcase vendors, generate leads, and expand the customer base for each industry within home improvement.
  - Planned and executed comprehensive marketing campaigns for on-site events, such as lunch and learns with interior designers and sponsored brands, home show expos, and HGTV shows.
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