

HEIDI FAERBER

(416) 523-9134 | hfaerber21@gmail.com

Education

Certifications & Accreditations

March 2022

Google Ads - Search & Display
Meta Blueprint

Public Relations Advanced Diploma

Graduated

Durham College

Related Skills

- Implement digital marketing strategies to increase both paid & organic traffic by using platforms such as Mailchimp, Autopilot, FIGMA, WordPress, Wix, Ring Central, Salesforce, Zapier, Buffer, Google Business Suites, Google Ads, and Google Analytics
- Strong with presenting data from multiple different digital platforms or social media channels through reporting to clients & management on a frequent basis
- Recommend digital marketing strategies for target audiences to increase ROI while including storytelling & brand mission objectives

Experience

Digital Marketing Freelancer

Pixel Atlas

Jan 2021 - Present

- Manage international teams of 20+ members both in-person and remotely effectively using digital scheduling tools, global time-management and consistent communication
- Grow relationships with clients, partners and vendors by conducting weekly or monthly meetings either in-person or online to review objectives
- Analyze the effectiveness of digital strategies such as conversions, impressions, pageviews and cost-per-click with various digital tools & Google platforms

Achievement

- Managed an ad budgets totaling more than \$100,000 per month for clients with success of generating higher engagement rates & ROI for all parties

Digital Project Manager

NVS Canada

Jan 2020 - Dec 2020

- Planned and executed digital marketing initiatives which included email marketing, social media, SEO and paid advertising
- Created custom target audiences & personas for digital content that engaged, informed and motivated key target audiences to desired action
- Established paid campaigns based on identifying trends with user experience analytics to optimize spend and performance

Achievement

- Increased digital discoverability with the use of tools such as Mailchimp, Autopilot, FIGMA, WordPress, Wix, Ring Central, Salesforce, Zapier, Smartsheets, Google Business Suites, Google Ads and Google Analytics resulting in increased sales & lead generation

Senior Associate - Social Media

ChizComm Marketing Agency

Aug 2018 - Dec 2019

- Created social media campaigns and strategies, including budget planning, content ideation, and execution independently
- Ensured brand consistency by working with various departments, including creative, public relations and outside vendors
- Collected data from online interactions and in-store visits, utilizing this information to create comprehensive reports to improve future strategies

Achievement

- Worked with influencers on brand deals including TV & Talk shows for product placement, giveaways and endorsements for an increase in engagements, conversions and in-store purchases

Marketing Manager

Improve Canada

Mar 2016 - July 2018

- Established digital marketing campaigns for 25+ vendors based on historical performance data and market forecasts on platforms such as Google Analytics, Hotjar, Facebook Ads Manager and LinkedIn Ads Manager
- Approved and oversaw the creative development of promotional materials, website content, advertisement and event planning for the company
- Coordinated with media, advertising agencies, printers, and other services to ensure projects were executed within projected timelines and budgets

Achievement

- Won the 2018 Mercier Social Media Campaign Award and became an official supplier for an HGTV show

Regional Client Advisor

RBC Royal Bank

Oct 2014 – Feb 2016

- Top in sales of products by means of customer relations by communicating to clients about services, current offers & products, and working with branch representatives
- Complied with operations and security procedures by auditing currencies & documents and assisting in the certification of proofing
- Provided account services to clients by receiving deposits, loan payments, cashing checks, issuing withdrawals, and recording deposits

Achievement

- Assisted with the education of over 50+ managers, staff members and high-profile clients on a national digital media campaign for the RBC Mobile app
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