

Gabriel Halfin

Summary: A graduate from the Advertising and Marketing Communications Management program at Algonquin College with experience in strategy, analytics, copywriting and sales. Wishing to obtain a full-time position as a marketing strategist, marketing analyst, or marketing coordinator.

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RELEVANT EXPERIENCE

RoCo Industries Inc., Ottawa — *Marketing Team Lead*

JULY 2020 - FEBRUARY 2021.

- Setting up marketing goals and roadmaps according to the scope of the projects.
- Incorporate tools such as WBS, PPL, and branding tools into the projects of the company.
- Create website mock-ups using Shopify, Squarespace and Wix.
- Construct a Crowdfunding campaign strategy.
- Contract outside-resources to complete content for projects.
- Expanding the marketing team by contracting talent to work for the company.
- Social media content quality assurance.
- Maintaining and optimizing social media marketing plans.
- Generate data from platforms such as Google Analytics, Facebook Ads, and LinkedIn ads (attribution models, conversion paths).
- Adapt new execution plans based on generated data.

Freelance, Ottawa — *Marketing Consultant.*

APRIL 2020 - ONGOING.

- Creating a marketing plan to meet the client's "wants" and "needs" using tools such as SWOT, as well as conducting quantitative and qualitative research.
- Creating roadmaps, goals, and manage projects using tools such as PPL, and WBS.
- Deriving analytics from social media to assess the progress of the project.
- Contracting and managing talent to reach project goals.
- Reporting to the client with findings, explanation of the current project status, as well as achievements and insights.

Marketing What's New, Ottawa — *Administrative Marketing Analyst (Internship).*

MARCH 2020 - APRIL 2020.

- Generating data from platforms such as Google Analytics, Google Ads, and LinkedIn ads.
- Analyzing generated data to confirm that if campaigns are optimized, efficient and effective, as well as provide insights.
- Creating campaign performance reports, both internal and for the client using Microsoft Word and PowerPoint.
- Monitoring campaigns using software such as AdStage and the Google Analytics add-on for Google Sheets.

SKILLS

Adobe Illustrator.
Adobe Indesign.
Adobe Photoshop.
Clear Decisions Crosstab.
Clear Decisions RandF.
Comscore.
MailChimp.
Microsoft Excel.
Microsoft PowerPoint.
Microsoft Outlook.
Microsoft Word.
Numeris Micro+.
Shopify.
Slack.
Survey Monkey.
Wix.
WordPress.

AWARDS

Oris MyExperience Certificate.
Tissot Academy Certificate.
Google SEO Certificate 2019.
Dean's List 2020.

LANGUAGES

English, Hebrew, Russian.

Glue Magazine, Ottawa — Account Executive

SEPTEMBER 2018 - APRIL 2019

- Introducing the Glue magazine product and services to the market.
- Selling Advertising real estate in the Glue print magazine and online website.
- Create website mock-ups using Shopify, Squarespace and Wix for product pitches.
- Maintaining new and existing contracts with clients.

Amnesty International, Ottawa — Data Entry Clerk (Cooperative Educational Experience)

FEBRUARY 2016 - JUNE 2016

- Sending out tax receipts and mail.
- Logging information into databases.
- Creating spreadsheets with Microsoft Excel.

Soloway Jewish Community Centre, Ottawa — Seniors Program Coordinator (Summer Student Program)

JUNE 2017 - SEPTEMBER 2017

- Creating raw data reports using Microsoft Excel.
- Communicating reports, and pitching ideas for potential programs for the members of the community centre.
- Coming up with slogans for the Jewish Community Centre.
- Organizing members' files.

OTHER EXPERIENCE

Levi Restaurants, Ottawa — Team Lead

JUNE 2019 - DECEMBER 2019.

- Leading a group of 10 people to ensure that the customers are receiving good service.
- Validating coupons.
- Restocking Fridges, snack trays, and food trays.
- Troubleshooting issues with customers.
- Responsible for inventory count.

Bonlook, Ottawa — Stylist / Sales associate / Keyholder

NOVEMBER 2017- APRIL 2019

- Advising customers on which frames would be ideal for their preferences.
- Booking, and managing appointments with customers.
- Encouraging sales, organizing and maintaining the store.
- Providing customer service, and troubleshooting
- Processing sales and managing inventory with our own "Bonlook" app on an Apple iPad Closing and opening the store.

Chilly Chiles, Ottawa — Sales associate / Keyholder

OCTOBER 2016 - JANUARY 2017

- Advising customers on which products would be ideal for their preferences.
- Encouraging sales, organizing and maintaining the store.
- Utilizing *Shopify* on the Apple iPad.

EDUCATION

Algonquin College, Ottawa — Advertising and Marketing Communications Management

SEPTEMBER 2017 - APRIL 2020

In my college years, I had the privilege to work on assignments for companies such as The Royal Canadian Mint, the Canada Revenue Agency and Tweed, as well as smaller businesses such as Izakaya Shingen, The Carlingwood Mall, and Vintage Goalie. Many of my assignments required me to show proficiency with IMC strategy, analytical thinking, photo and video editing, as well as presentation in front of a crowd.

VOLUNTEERING

Soloway Jewish Community Centre, Ottawa — Miscellaneous

MAY 2016 - PRESENT

Being given different tasks such as :

- Logging data into a Microsoft Excel sheet.
- Serving alcoholic beverages as a bartender at Jewish holiday parties.
- Parking director. Directing people to their parking space.