



Chris Viola



DIGITAL MARKETING SPECIALIST ▶ Top 3rd Graduate, Digital Marketing Institute

Creative Digital Marketing Strategist | Team Collaborator | Innovative Problem Solver | Tech-Savvy

Keeping updated with current digital market trends while adapting to the dynamic advertising industry

Expertise in researching, organizing, and spearheading proposal of 1000+ keywords for pay-per-click services.

Created hundreds of innovative visual advertisements that catapulted the attention of thousands of viewers.

Generated interest in established brands by originating new logos for 2 shops. Boosted search ranking of personal website by 2 pages on Google search results in 1 day using technical and on-page SEO. Increased growth while saving time.

Core Competencies:

Brand Communications ▶ Team Leadership ▶ Content Marketing ▶ Email Marketing ▶ Graphic Design ▶ Google AdWords ▶ Google Analytics ▶ SEO ▶ Lead Campaigns ▶ Public Relations ▶ Advertising ▶ Hootsuite ▶ Social Media Ads ▶ Video Production: Filming, Directing, Editing ▶ Blogging ▶ Writing/Editing ▶ Mailchimp ▶ WordPress ▶ Adobe Creative Suite

Education

Digital Marketing Apprenticeship Program | Wilfrid Laurier University | 2018–2019

Specialties: Content Marketing, Google Ads, Google Analytics, Email Marketing, SEO, Social Media Ads, Shopify

Certified Digital Marketing Professional | Digital Marketing Institute | *Graduated Top 3rd Student* | 2018

Public Relations Post-Graduate Certificate | Mohawk College | Hamilton, ON | 2015

Television Broadcasting Advanced Diploma | Mohawk College | Hamilton, ON | 2014 | *Final Project:* TV Pilot

Certifications

Google: Google Ads Search | Google Analytics IQ

Hootsuite: Hootsuite Platform

Hubspot: Content Marketing | Email Marketing | Inbound Marketing

SEM: SEM Rush PPC Fundamentals | SEMrush Technical SEO | SEMrush SEO Fundamentals

Shopify: Shopify Designing for Conversion | Shopify Fundamentals

YouTube: YouTube Creators Academy

Digital Marketing / Graphic Design / Communications Experience

Digital Marketing Apprentice / Project Lead | Thinkr Marketing, Hamilton, ON

12/2018 – 3/2019

Hired to lead team of 3 apprentices to conduct a large branding campaign for established marketing agency. Provided proposals to staff regarding potential service offerings and custom client quotes.

- **Improved project efficiency** by creating 3 tiered service levels and content calendars from scratch for numerous clients.
- **Accelerated brand** by generating first-ever 1000+ keyword lists for 26 different industries for pay-per-click services.
- **Created innovative food ad for client by end of day; published on Facebook.** Drove team strengths to meet goals.

Digital Marketing/SEO Specialist | New Motto, Hamilton, ON

10/2018 – Present

Recruited on casual freelance basis to fulfill company's content writing and SEO needs. 300+ brands supported; 20+specialized media experts.

- **Increased marketing outreach** by employing effective SEO keyword strategies to write main website pages for occupational health organization via SEOquake, Google's Keyword planner, and Google trends.

Freelance Graphic Designer | United Parcel Service, Inc. (UPS), Hamilton, ON 10/2017 – Present

Hired on a casual freelance basis to fulfill graphic design needs for package delivery and supply chain management company.

- **Drove compelling brand while transforming one-time customers into long-term customers.**
- **Progressed to working on larger projects** using Adobe Creative Suite. Updated magazines of previous clients.

Graphic Designer | United Parcel Service, Inc. (UPS), Hamilton, ON 9/2016 – 10/2017

Hired to design graphics based on customer requests for business cards and posters using Adobe Photoshop, InDesign, and Illustrator.

- **Sustained branding and growth by creating promotional materials such as posters for store, still in existence.**
- **Retained challenging client** by designing and printing inspiring content in annual magazine.

Practical Communications Internship Experience

Public Relations Intern | Renee Cormier PR & Communications Services, Burlington, ON 1/2015 – 5/2015

- **Honed PR skills.** Wrote media lists. Maintained community partners' database. Conducted TV and radio PSAs.
- **Refined writing competencies** through drafting creative blogs for PR and communications services.

Blogger / Social Media Specialist | Board Game Galore, Hamilton, ON 9/2014 – 12/2014

- **Garnered public attention for the company while improving sales** by updating website with blogs, formulating game descriptions, and maintaining social media posts.

Community Leadership / Volunteerism - Communications / Digital Marketing

Retail Marketing Support Representative | St. Joseph's Healthcare Foundation, Hamilton, ON 4/2018 – Present

Appointed as volunteer content creator of gift shop and convenience store visuals. Create posters, signage, and other advertisements to improve their branding using promotional materials for one of the largest healthcare facilities in Hamilton. Manage administrative tasks.

- **Generated growth of new, overstocked items.** Created 100+ visual ads (posters, flyers). Devised new logos for 2 shops.
- **Saved supervisor 1+ hour weekly on administrative tasks** by voluntarily inputting data and updating calendars.

Public Relations Subcommittee Member | Hamilton Hive, Hamilton, ON 4/2019 – Present | 6/2015 – 4/2018

Hired as volunteer to lead Hive After 5 Multimedia Project for Hamilton's non-profit network for emerging leaders and young professionals.

- **Improved brand visibility** as lead content creator for large multimedia campaign. Wrote inspiring article for business.
- **Created blogs in form of top 5 articles shared by partner organizations on social media; posted on website.**
- **Crafted historical and promotional article published in first-ever copy of *Ambition Magazine*.** Interviewed 3 reputed professionals who helped Hive grow from inception, their contributions, and its impact on the community.

Administrator/Food Bank Volunteer | Living Rock Ministries, Hamilton, ON 9/2015 – 9/2016

Appointed as volunteer to support food bank initiatives and manage administrative tasks for long-standing youth resource and support centre.

- **Wrote interesting blogs on food bank experiences while raising public awareness to community.**

Communications Volunteer | Hamilton Philharmonic Orchestra, Hamilton, ON 4/2015 – 7/2015

Retained as volunteer to support communications regarding the Hamilton Philharmonic Orchestra.

- **Elevated brand** through writing blogs on orchestra and maintained blog posts. Created media clippings.
- **Enhanced operational efficiency and promoted communications** by supporting events planning and coordination.

...Connecting businesses to their ideal customers via the digital realm