

LARISSA MARKS

5 Thomas Street, Oshawa, ON L1H 3W6 · 647.668.5683 · larissa@larissamarks.ca

EDUCATION

Social Media Management Certificate , George Brown College, Toronto, ON	June 2016
Digital Analytics Certificate , George Brown College, Toronto, ON	December 2016
Journalism Diploma , George Brown College, Toronto, ON	June 2007
Youth Studies Diploma , University of Toronto, Toronto, ON	April 2001

PROFESSIONAL EXPERIENCE

Trainer and Bartender June 2013 – Present

Buffalo Wild Wings, Ajax, ON

- Trains new hires following Buffalo Wild Wings' standards
- Provides ongoing team member support
- Oversees the Joint Health and Safety Committee (JHSC) as a fully certified member
- Assists with New Restaurant Openings (NRO)
- Administrator of staff community page on Facebook

Social Media Manager, Web Designer and Photographer January 2007 – Present

Storybook Photography Studios, Oshawa, ON

- Fosters a comprehensive web presence both personally and professionally
- Improves conversion through community engagement across all platforms (Facebook, Twitter, LinkedIn, SnapChat and Instagram) for clients' businesses
- Maintains awareness of website and social media analytics to optimize organic reach and PPC campaigns
- Maximizes community management and development through use of CRM, such as Hootsuite and Marketo
- Creates and executes targeted editorial calendars for each community with attention paid to specific demographics
- Creates graphic content, including infographics and memes
- Forges connections with influencers and advocates
- Listens for new trends as well as emerging social media platforms
- Develops concepts, sets up shoots and edits photographs to editors and clients' specifications

Director of Youth Ministry February 1997 – March 2006

Archdiocese of Atlanta and Toronto, Atlanta, GA and Toronto, ON

- Created and maintained website, monitoring engagement as a key component of analytics for community management
- Curated content for both intranet and external website in order to ensure relevancy and consistency of message for both staff and general public
- Created visual and text content for parish bulletins in order to educate parishioners on topics relevant to teens, parents and educators
- Interviewed directors and managers to obtain information in order to write articles for the website and bulletin, with particular attention being paid to creating a cohesive flow and tone
- Proof-read documents for grammar and content in order to ensure consistent branding
- Monitored and disseminated information regarding current events both internally and externally through press releases as well as intranet and internet updates
- Liaised with parish counsel to manage any issues with regards to the church's image
- Executed current communications plan in accordance with diocesan guidelines

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- Founded youth and young adult programming at two parishes
- Administered restructure of second largest Life Teen parish in North America
- Implemented all aspects of youth programs; from initial planning and research, obtaining support from parish counsel and congregation, training and supporting team members, creating promotional materials, to running events and conducting post-mortem. Programs included;
 - International excursions to U.S and Europe with teens and volunteers,
 - Coordination of youth integration in disaster relief efforts after Hurricane Katrina,
 - Overseeing annual community-wide summer camp,
 - Creating outreach program for five local elementary schools
- Monitored effectiveness of programs to best manage performance and optimize ROI
- Liaised with managers, supervisors, staff and volunteers on a variety of projects and initiatives
- Assisted in the development and research of the Anti-Oppression and Diversity Handbook
- Offered counselling to assist youth, families and educators to cope with loss and trauma
- Instituted volunteer recruitment, training and support program for over 50 adult and youth volunteers

VOLUNTEER EXPERIENCE

Community Manager & Web Designer

September 2016 – Present

100 Women Who Care, Markham, ON

- Designed and created a fully responsive website with WordPress, customized using CSS
- Created and populated social accounts for 100 Women Who Care (Facebook, Twitter, SnapChap, YouTube and Instagram)
- Established social media engagement guidelines and an action plan for online communication for volunteer and executive members in order to ensure a cohesive voice
- Developed and maintains social media calendar to manage and target communications across all platforms
- Oversees content creation (images, videos and text) for posting across all major platforms
- Coordinates with professionals and volunteers to ensure that content is professional quality and inline with the 100 Women Who Care brand
- Monitors social media accounts, engaging with community members and building relationships

Firefighter Calendar Photographer, Editor and Social Media Coordinator

March 2015 – March 2016

Guelph Professional Firefighters' Association, Guelph, ON

- Collaborated with firefighters, scouted locations and designed monthly concepts to plan 13 unique portraits
- Coordinated with Guelph Professional Firefighters' Association and community organizations
- Photographed and edited group and individual portraits for calendar (including airbrushing and body editing)

TECHNICAL KNOWLEDGE

Trained in Adobe Creative Suite programs, including Photoshop, InDesign, Bridge and Illustrator
Experience with web design platforms, including Wordpress, Joomla, Weebly, HTML and CSS
Proficient in Microsoft Office programs, including Word, Excel & Powerpoint
Handled analytics, using Sysomos, Google Analytics & Crimson Hexagon
Responsible for CRM software, including Hootsuite, SproutSocial, Marketo and Sprinklr
Manages community email engagement through MailChimp
Conversational French and ASL/PSE

SOCIAL MEDIA

Online portfolio: www.LarissaMarks.ca
Facebook.com/LarissaSocialMedia
Twitter.com/PhotoLarissa

Linkedin.com/in/LarissaMarks
Instagram.com/PhotoLarissaMarks
SnapChat: PhotoLarissaMarks