

LARISSA MARKS

20 John Dexter Place, Markham, ON L3P 3G1 · 647.668.5683 · larissa@larissamarks.ca

SUMMARY OF QUALIFICATIONS

- Current training in social media marketing and digital analytics, including digital advertising, SEO, Google Analytics, Chartbeat, BuzzSumo, CRM systems and community management
- Demonstrated success at engaging with current and prospective constituents on a variety of platforms, including Instagram, Facebook and SnapChat, in order to meet objectives including community building through supporter acquisition and retention
- Strong multi-tasking, time-management and organizational skills
- Paid search experience (Google AdWords) and social media marketing experience on multiple platforms
- Excellent people skills and the ability to successfully work as part of a team, both as a leader and contributor
- Extensive experience designing editorial calendars for platform-specific social media campaigns, then managing the campaigns via a variety of tools, including Hubspot, Hootsuite and SproutSocial
- Trained in Adobe Creative Suite programs for videography and photography, including After Effects, Premiere Pro, Audition, Photoshop, InDesign, Bridge and Illustrator
- Experience with web design platforms, including Wordpress, Joomla, Weebly, HTML and CSS
- Proven track record in successfully managing A/B testing and sentiment analysis in order to maximize impact of advertising investments and deliver conversions
- Strong writing and communication skills, as well as dynamic public speaking abilities
- Thorough knowledge and understanding of current development and marketing methods and trends, including both traditional and online mediums
- Ability to manage community email engagement through marketing automation platforms, such as MailChimp
- Conversational French

PROFESSIONAL EXPERIENCE

Digital Marketing and Communications Coordinator (maternity contract)

February 2017 – Present

Albert College; Belleville, ON

- Responsible for the development and implementation of the traditional and new media advertising campaigns, ensuring consistency of branding across all radio, print and online advertising
- Spearheaded the introduction of video content to the college's digital platforms in an effort to improve the public opinion of the school and better engage with students and prospective families
- Oversees the development and management of a comprehensive student engagement program, including creating and leading a content creation class that produces videos for the website and online platforms
- Supervises and updates social media sites, such as Facebook, Instagram and SnapChat
- Responds to email and social media messaging, engaging with alumni, students, parents, etc who reach out
- Updates website and provides recommendations for continued improvement based on analytic information
- Attends local events and captures both video and photo content in order to promote the school's involvement in the community

Social Media Manager, Web Designer and Photographer

January 2007 – Present

Larissa Marks Web Presence Management; Oshawa, ON

- Monitors and maintains a comprehensive web presence both personally and professionally
- Supervises and updates social media sites, such as Facebook, Twitter, LinkedIn, SnapChat, etc., for clients via social media management tools, including Hubspot, Hootsuite and SproutSocial
- Maintains awareness of website and social media analytics and reach, using data gleaned to alter and improve campaigns in order to increase conversion and improve ROI
- Coordinates community management through creation and maintenance of a multi-platform editorial calendar
- Forges and maintains connections with influencers and advocates, as well as community members, by making use of software including IFTTT and social media management tools
- Stays aware of emerging social media platforms and trends, testing and following platforms in order to effectively engage with community members via new platforms
- Develops concepts, sets up shoots and edits photographs to editors and clients' specifications
- Edits photographs, providing magazine-quality airbrushing

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Director of Youth Ministry

February 1997 – March 2006

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

- Created and maintained parish website, including ongoing content creation and community management
- Authored text and generated graphic content for website, internal and external newsletters, emails, etc.
- Proof-read documents for grammar and content in order to ensure efficient communication with stakeholders
- Maintained and updated content for both internal intranet and external websites in order to ensure relevancy and consistency of message for both staff and general public
- Oversaw the planning and cultivation of all aspects of the parish youth programs; including streamlining volunteer and team member communications guidelines and spearheading excursions to U.S and Europe
- Reached fundraising goals and maintained balanced budget by generating large-scale fundraising events
- Founded and administered volunteer program, including screening, training and supporting over 50 adult and youth volunteers
- Monitored effectiveness of programs to best manage performance and optimize ROI
- Designed visual and text content for the parishes' monthly bulletins in order to educate parishioners on topics relevant to teens, parents and educators as well as edited youth submissions for the weekly bulletin
- Coordinated communications with all internal groups and external organizations with regards to youth involvement in programs, events and activities
- Implemented crisis management protocols in order to assist youth, families and educators in coping with loss and trauma
- Partnered with the Town of Markham during the planning and execution of community events; particularly throughout World Youth Day 2002
- Developed and implemented school outreach programs
- Networked with ministers, counsellors and school officials across the province
- Liaised with parish hierarchy to manage any issues with regards to image, communication and distribution of information as related to youth ministry and church issues in general

VOLUNTEER EXPERIENCE

Community Manager & Web Designer

September 2016 – September 2017

100 Women Who Care; Markham, ON

Firefighter Calendar Photographer, Editor & Social Media Coordinator

March 2015 – March 2016

Guelph Professional Firefighters' Association; Guelph, ON

Media Relations Coordinator and Co-Chair

July 2006 – April 2013

Helicon Society; Toronto, ON

EDUCATION

Digital Analytics Certificate, George Brown College, Toronto, ON

February 2017

Social Media Management Certificate, George Brown College, Toronto, ON

June 2016

Journalism Diploma, George Brown College, Toronto, ON

June 2007

Youth Ministry Studies Diploma, University of Toronto, Toronto, ON

April 2001