



# Christine Bélanger

Digital Marketer | Storyteller | Creative Thinker

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I am a motivated professional with 12+ years of storytelling experience. I have produced marketing narratives and provided solutions as a graphic designer for a wide range of brands both on the agency and client side. It is a continually developing passion for consumer behaviour and problem solving that has guided my career path into digital marketing.

## PROFESSIONAL HISTORY

### PROJECT (É)TOILE

SEP.2017-PRESENT

#### Freelance

- Working with solo entrepreneurs to build custom online strategies using SEO, social media and content planning.

### SEARS CANADA

JUN.2016-JUL.2017

#### Digital Marketing Manager, CRM & EMAIL

- Responsible for project planning and management of email marketing, encompassing the complete development chain from copywriters, designers and coders.
- Executed A/B tests, tracked and reported results with a focus on conversion and optimization.
- Increased open rates by 12% through restructure of deployment strategy: by category engagement.
- Improved email metrics while bridging a transition of brand direction and corporate strategy.
- Grew email database by over 300k addresses in 6 months.
- Coordinated cross-functional teams from research to execution stages.

### SIRIUSXM CANADA

JAN.2012-AUG.2015

#### Creative Designer

- Collaborated with marketing managers from various departments to create intelligent support materials for all sales channels.
- Co-ordinated with external vendors and partnerships, and oversaw digital asset management
- Worked with SiriusXM in the U.S. to seamlessly integrate Canadian content into the new SiriusXM Media Player
- Enforced brand standards both internally and with agency work.

## KEY ATTRIBUTES

- Strong analytical and problem-solving skills, plus the ability to turn data into actionable insights
- Detail oriented, with an understanding of the big picture and a passion for the end user
- Ability to work at both a strategic and executional level
- Conscientious leader and team player with the ability to build beautiful work through collaboration with top talent

## TECHNICAL SKILLS

### Strong knowledge of:

- Exact Target (Sales Force Marketing Cloud)
- Microsoft Office
- Google Analytics
- Tableau
- Wordpress
- Adobe Creative Suite
- Sketch & Zeplin
- English & French

### Working knowledge of:

- Databases & SQL
- HTML & CSS

**PROFESSIONAL HISTORY (CONTINUED)****TAXI CANADA****MAY.2006-JAN.2012**

## Graphic Designer / Art Director

- Used creative thinking to solve problems across platforms for brands such as TELUS, WestJet, Covenant House and CMW Newswire.
- Led TELUS campaign presentations, built a relationship with the TELUS Mobility retail client and was a “go-to” for the TELUS brand internally
- Oversaw and art directed print production, digital animation, photoshoots and creative illustrations

**CONTEXT CREATIVE, CANADA****MAY.2004-APR.2006**

## Graphic Designer

- Developed a wide range of communication and promotional materials for major B2B & B2C North American clients
- Designed, planned and rolled out a customizable dealership website template program for a B2B client in US.
- Spearheaded the development of all campaign assets for Canadian clients and oversaw the process from start to completion

**OTHER****INTERSHIPS GLOBAL****NOV.2015-MAR.2016**

## Marketing Initiatives

**> GOJO PARADISO, KYOTO, JAPAN**

Developed a digital marketing strategy, social media and SEM campaigns.

**> VIETHERB, HANOI, VIETNAM**

Generated strategies for campaigns and introduced brand guidelines

**> MONSOPIAD HERITAGE VILLAGE, KOTA KINABALU, EAST MALAYSIA**

Planned and executed a research plan to focus on consumer insights

**EDUCATION****2013-2015**

## Marketing Certificate

Continuing Education

**George Brown College****2001-2004**

## Graphic Design Diploma

Advanced Diploma

**Durham College****PROFESSIONAL DEVELOPMENT**Critical Thinking  
U of T (2018)**Product Management Certificate**

Brainstation (Sep-Oct.2017)

**Data Analytics Certificate**

Brainstation (Sep-Nov.2017)

SEO & Google Analytics,  
Brainstation (2017)Advanced Email Marketing  
Data & Marketing Association (2016)UX 101  
Bitmaker (2016)**GOOGLE CERTIFICATIONS**AdWords Fundamentals  
AdWords Search**VOLUNTEER****English Teacher**Global Vision International  
LAOS (Nov.2013)**Road Builder**Xperitas  
GUATEMALA (Dec.2011)**Book Gatherer & Distributor**

KENYA (Jul.2007)

**Booth Volunteer**Go Global Fair  
Xperitas  
TORONTO (2012, 2013, 2014)**Friendly Visitor**West Neighbourhood House  
TORONTO (Feb-Jul.2006)