



# Christine Bélanger

Digital Marketer | Storyteller | Creative Thinker

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I am a motivated professional with 14+ years of storytelling experience. I have produced marketing narratives and provided solutions as a graphic design 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

**MARKET SEGMENT COORDINATOR NOV.2018-PRESENT**

### WORLD VISION CANADA

- Plans email journeys & communications for new leads, plus track email performance to iterate where required
- Host customer experience workshops & construct thorough and actionable end-to-end customer journeys
- Educate various internal teams on personas, market segments and the importance of Customer Experience
- Work with internal stakeholders to address marketing issues and provide ad hoc customer insight for problem-solving
- Lead various campaigns with cross channel planning and integration

**FREELANCE SEP.2017-DEC 2018**

### FREELANCE

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

**DIGITAL MARKETING MANAGER, EMAIL & CRM JUN.2016-JUL.2017**

### SEARS CANADA

Hired as a web designer/assistant email manager, quickly recognized as a motivated team leader and promoted to Manager. Here I was:

- 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.
- Improved email metrics while bridging a transition of brand direction and corporate strategy.
- Worked to grow email database through a multi-channel campaign to meet corporate targets.

## KEY ATTRIBUTES

- 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 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)
- Acoustic (Formally IBM Watson) for reporting
- Microsoft Office
- Google Analytics
- Tableau
- Wordpress
- Adobe Creative Suite
- Sketch & Zeplin
- English & French

### Working knowledge of:

- Databases & SQL
- HTML & CSS
- Qualtrics

## PROFESSIONAL HISTORY (CONTINUED)

### CREATIVE DESIGNER

JAN.2012-AUG.2015

#### SIRIUSXM CANADA

- Collaborated with marketing managers from various departments to create intelligent support materials for all sales channels
- Co-ordinated with external vendors and partnerships, plus 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

### GRAPHIC DESIGNER/ART DIRECTOR

MAY.2006-JAN.2012

#### TAXI CANADA

- Used creative thinking to solve problems across platforms for brands such as TELUS, WestJet, Covenant House, and BMW Mini
- 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

### GRAPHIC DESIGNER

MAY.2004-APR.2006

#### CONTEXT CREATIVE, CANADA

- Collaborated with an award-winning team to create relevant design from start to finish
- Developed a wide range of communication and promotional materials for major Canadian clients

## OTHER

### 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

Certified Digital-First Marketer  
Direct Marketing Association  
of Canada (2019)

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)

## 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  
*Formally Global Citizens Network*  
TORONTO (2012, 2013, 2014)

Friendly Visitor  
West Neighbourhood House  
*Formally St Christopher Hourse*  
TORONTO (Feb-Jul.2006)