

TONI STANLEY

Marketing Specialist with 4 years' experience in SEA and Social Ads

WORK EXPERIENCE

PPC STRATEGIEST Narrow Down Agency 05/2021 - 10/2021

Narrow Down Agency is a boutique software development company and digital marketing agency that focuses on building great solutions for SMEs, Startups and Scale-ups. As an intern on the PPC team I:

- Managed Search campaigns on Google and Bing with a marketing budget of \$ 200K.
- Managed Facebook Ads campaigns with a budget of \$50K
- Built and managed Display campaigns including retargeting and programmatic display ads
- Built a SEM plan for more than 20 different clients and prospectss
- Contributed to digital marketing plans

Helping Xe.com, double the ROI of their display campaigns thanks to narrowing down customer segmentation was my biggest contribution to the agency client base.

VOLUNTEERING EXPERIENCES

MARKETING SPECIALIST hbigbrothersbigsisters.ca 2018 - Present

As a marketing specialist I have contributed to promote Big Brothers Big Sisters of Canada's mentoring program reach more mentors and more children. I have been in charge of:

- Setting up and managing Google Ads Search campaigns with the Google Grant program
- Setting up and managing Facebook and Instagram Ads
- Setting up and managing Youtube Ads
- Coordinating the creation of marketing materials in the form of copies, imagery and videos
- Setting up Hubspot as the primary CRM to streamline the mentors acquisition process and onboarding.
- Contributing to the organization of special events like the International mentoring day or regular meet ups with volunteers and beneficiaries.

During the time I have been at

CERTIFICATIONS

- Google Ads Search Certification - **Google Skillshop**
- Google Ads Display Certification - **Google Skillshop**
- Google Analytics Certification - **Google Skillshop**
- Social Media Marketing - **Hubspot**
- Inbound Marketing Optimization - **Hubspot**

MORE ABOUT ME

Visit the following QR code to find out more about my career, projects and what I am passionate about.



✉ hello@cvonline.me

☎ (884) 305-3804

📍 Vancouver , BC, Canada

🌐 cvonline.me/toni-stanley

EXECUTIVE SUMMARY

I am a self-starter marketing student about to graduate from Toronto University. Although I am a student, I have worked as a digital marketing specialist for over 4 years, both as an intern and as a volunteer. I specialized in search engine advertising campaigns and social media ad campaigns but I enjoy working on all facets of the customer journey, to lower advertising costs, better segment ads and ultimately increasing conversion rates and ROIs.

EDUCATION

MARKETING MANAGEMENT BSC

University of Toronto

GPA 3.8/4

09/ 2018 - Present (Expected graduation on May 2023)

LANGUAGE SKILLS

English - **Native**

French - **Fluent (C1 in Highschool)**

Spanish - **Intermediate (1 Semester abroad in Mexico)**

CMS, CRM & AUTOMATION TOOLS

- Wordpress
- Intercom
- Hubspot

DATA ANALYSIS AND REPORTING

Google Analytics ●●●●●●●●

Google Tag Manager ●●●●●●○

Looker ●●●●○○

Skill ●●●○○○

DIGITAL AD SKILLSET

Facebook Ads ●●●●●○

Google Ads Editor ●●●●●○

OUTSIDE OF THE OFFICE / CLASS...

Traveling is one of my biggest passions, when I travel I tend to look for off the beaten path experiences with local communities.



Experimenting with the internet of things and AI is one of my hobbies. SO far I have built an integrated shade system and a cat food dispenser I control with my phone over the internet.

