

KEREN FISHER

MARKETING SPECIALIST



ABOUT ME

Results-driven Marketing Specialist with 5 years of experience in creating and executing effective marketing campaigns. Proven expertise in market research, strategic planning, and utilizing digital marketing channels to boost brand visibility and generate leads. A collaborative and analytical professional committed to achieving measurable results and driving business success.



WORK EXPERIENCE

- JOTO IMAGING SUPPLIES**
Marketing Assistant
Jun 2019 - Present
 - Created visually appealing promotional materials, including banners and brochures, effectively marketing the company's products and services.
 - Managed and maintained the company's social media accounts and email communication to engage with the audience and strengthen brand presence.
 - Analyzed marketing data to assess campaign performance and identify opportunities for improvement and growth.
 - Provided support and training to company staff to enhance their marketing skills and knowledge.
 - Created compelling videos from inception to completion to promote the brand.
- STAPLES**
Customer Service Rep
Oct 2018 - Jun 2019
 - Cultivated enduring relationships of trust by fostering open and interactive communication with clients.
 - Proficiently managed various payment transactions, ensuring seamless and secure financial dealings with customers.
 - Demonstrated expertise in discerning different paper weights and efficiently operating diverse printing machines to achieve optimal print outcomes.
- BEST BUY**
Production Artist
Oct 2017 - Dec 2017
 - Created numerous print and digital advertisement projects, encompassing flyers and signage.
 - Conducted thorough reviews of all work to ensure precision and adherence to production and brand standards.
 - Oversaw revisions and corrections, evaluating the final product's quality prior to release.
 - Facilitated seamless shipping by meticulously preparing and checking files upon job completion.

CONTACT INFO



Ask via email



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Burnaby, BC



[keren-fisher](#)

SKILLS

Email Marketing	E-Commerce
Branding & Identity	Print design
Video Editing & Photography	Social Media Management

SOFTWARE

Microsoft Suite	Klaviyo
Adobe Creative Cloud	HootSuite
Magento	HTML & CSS



EDUCATION

- SIMON FRASER UNIVERSITY**
2013- 2017
 - BACHELOR OF ARTS (BA)**
Interactive Arts
- KWANTLEN POLYTECHNIC UNIVERSITY**
2012- 2013
 - General Studies with classes including photography, coding, and design
- BC INSTITUTE OF TECHNOLOGY**
2010- 2011
 - CERTIFICATE**
New Media Design and Web Development