

SABATINO DELLI COMPAGNI

BRAND MANAGER - DIGITAL MARKETING SPECIALIST - DESIGNER

SABATINODC.COM INFO@SABATINODC.COM T: 514 983 8466

SKILLS

Ability to manage a team, strong time management, ability to prioritize, multi-task, art direction, problem solver, detail oriented, people skills, remaining stable under pressure.

DIGITAL SKILLS

Advertising: Facebook Ads, Google Adwords, LinkedIn Ads, Instagram Ads, Google Trends, Google Keyword Planner, Ahrefs, SEO, SEM, Linktrack.

Analytic tools: Google Analytics, Facebook Analytics, HootSuite, Brandwatch, Cyfe, SproutSocial.

Social Media: LinkedIn, Facebook, Twitter, Instagram, YouTube, Snapchat, Pinterest, Tumblr.



Web: Magento, Woo Commerce, Shopify, Wordpress, Drupal, MailChimp, HTML5, CSS3.



EXPERIENCE

MARKETING AND BRANDING

DESAUTELS FACULTY OF MANAGEMENT 2019-PRESENT

Project manage client briefs and workflow in marketing department; ranging from strategy, design and digital content.

- Work collaboratively with internal and external stakeholders to roll out tactical marketing campaigns, including the planning and preparation of marketing collateral to support recruitment activities.
- Act as key contact for stakeholders.
- Manage project deadlines, expectations and deliverables while ensuring it is on budget .
- Manage and take the lead in the design and production of online and printed marketing materials.
- Oversee photoshoots, video shoots, and other marketing collateral for the communications, web and social media teams.
- Assist with creating brand impact across various platforms, including design, web, social media and event spaces.
- Monitor industry activity in order to develop rebranding strategies for several stakeholders within the faculty.

NORTH AMERICAN BRAND MANAGER

MOTOVAN CORPORATION 2015-2019

Responsible for marketing strategies to establish and grow proprietary brand presence in the market.

- Manage and oversee the marketing team in the creative process of all marketing assets, such as videos, photography, cataloging, digital materials, newsletters, advertisements, trade show booths, social media and digital marketing presence.
- Develop 360 marketing strategies which include dealer and end-user marketing programs, such as in-store merchandising, product launches, event sponsorships, and social media.
- Successfully launched 4 new product lines which increased growth in new market segments by 30%.
- Support the sales management team with new sales strategies and material which lead to over \$12M+.
- Establish brand positioning through market and consumer research in collaboration with senior management and the product development team.

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LANGUAGES

SPOKEN AND WRITTEN

English ●●●●●●●●●●

French ●●●●●●●●●●

Italian ●●●●●●●●●●

INTERESTS

Researching trends, new technologies, social media, motorsports, renovations, travel, photography, everything design, and learning new things.

SOFTWARES

Adobe Creative Suite, Photoshop, InDesign, Illustrator, Dreamweaver, After Effects.

Microsoft Office Suite: Excel, Word, PowerPoint.

Google Suite: Sheets, Docs, Forms, Slides.

References available upon request.

DIGITAL MARKETING LEADER

MOTOVAN CORPORATION 2013-2015

Lead the creation and implementation of digital marketing strategies, from content creation to social media presence.

- Oversee email and digital ad campaigns on Google and Facebook in order to boost brand awareness and sales.
- Run social media accounts and gain new followers through engaging content, high quality photos, videos, boosted posts, and providing customer support.
- Audit digital media through analytic reports and audience interaction to ensure continuous improvement.
- Create product information packages for vendors including product descriptions, images and pricing. Ensured all product copy were updated and accurate.
- Implement and manage a new intranet system; train the sales team, marketing team and vendor partners on the benefits and use of the intranet.

SENIOR DESIGNER / WEB ACCOUNT MANAGER

CASSI DESIGN - 2006-2013

Manage key accounts and lead the planning, design and implementation of print and digital projects.

- Generated new leads which secured a larger client base which lead in creating a new web development department.
- Meet with clients to develop print and digital communication strategies through brochure to e-commerce websites.
- Plan and manage projects with a team of developers, photographers, designers and marketing specialists.
- Define user journey for large websites. Experience working with complex taxonomies.
- Designed and implemented email campaigns. Monitored the results and shared results with clients.

ACADEMICS

BACHELOR OF DESIGN (MARKETING)

CONCORDIA UNIVERSITY | 2002-2005

CERT. GRAPHIC APPLICATIONS

CONCORDIA UNIVERSITY | 2001

DEC CREATIVE ARTS

DAWSON COLLEGE | 1998-2000