

# MICHELE DELORY

DIGITAL  
MARKETER

## CONTACT

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## PROFILE

A creative marketing and PR expert driven by results. Has successfully increased followers through social media in a short period of time.

Boosted more traffic to websites by writing effective content for blogs, SEO, and e-newsletters. Can work in a demanding and time sensitive role with little supervision. Strongly values positive teamwork along with individual initiative.

## SKILLS

- SEO and Google Analytics
- Social media & search strategy (Hootsuite, Instagram, Facebook, Twitter, Pinterest, Google ads)
- Corporate blogging
- Web content management: WordPress, Weebly, WIX, Shopify
- Email marketing: Mailchimp
- Copywriting and Advertising
- Project Management
- MS Office, Adobe InDesign and Photoshop
- Branding

## EXPERIENCE

### MARKETING CONSULTANT

MICHELE DELORY FREELANCE | NOV 2015 - PRESENT

- Freelance marketing, supporting local businesses with their digital marketing efforts

### MARKETING TEAM LEAD

MERIT TRAVEL | JAN 2015 - JUL 2015

- Successfully managed an in-house design team of four people (two graphic designers, a front end web developer and a digital marketing coordinator)
- Managed the marketing team's daily implementation of all marketing activities (digital and print) to ensure timeliness to market
- Managed the execution of marketing campaigns
- Wrote copy, selected images, edited and made recommendations for all creative look and feel
- Approved all creative and ensured brand guidelines were met

### MARKETING COORDINATOR

MERIT TRAVEL | JUL 2012 - JAN 2015

- Successfully executed all marketing needs (digital and print) for 28 retail stores across Canada
- Developed content for monthly e-newsletters using Mailchimp and drove more traffic to company website
- Increased social media followers with unique posts and engagement using Facebook, Twitter and Hootsuite
- Managed national and local print and digital advertising by creating and editing copy, getting approvals and submitting creative on time
- Created marketing tool kit and executed all print deliverables and logistics for company re-branding
- Acted as the communications liaison for internal and external stakeholders

### MARKETING COORDINATOR

GOWAY TRAVEL | FEB 2010 - JUL 2012

- Wrote content for editorial, press releases and blog
- Coordinated with external stakeholders' promotional material for print ads and e-blasts
- Prepared creative material with designers
- Handled social media and tracked visitors

## EDUCATION

### GOOGLE ADWORDS SEARCH CERTIFICATE

GOOGLE ACADEMY FOR ADS | 2018

### ONLINE MARKETING FUNDAMENTALS CERTIFICATE

LINKEDIN LEARNING ONLINE | 2016

### PUBLIC RELATIONS DIPLOMA

HUMBER COLLEGE OF MEDIA STUDIES | 2002