

Dhen Pagdanganan



Email
contact@dhen.ca



Phone
(647) 248-9759



Location
Toronto, ON



Website
dhen.ca

Marketing Director

About

Marketing Communications and Management professional with **seven years of experience as a Communications and Marketing Director/Graphics Designer**. Well-versed in the development of branding and corporate identity initiatives. Elevating online presence through digital curation and content campaigns. Expertise in various social media platforms including **Facebook, Twitter, Instagram, and TikTok**. Expert in marketing, analytics, and design tools including **Google ads, Google Analytics, Google Tag Manager, HubSpot, and Canva**. knowledgeable in web designing languages such as **HTML, CSS, Javascript, and Python**. Experienced in Adobe Creative Cloud softwares including **Photoshop, InDesign, and Illustrator**

Education

OSSD With Honours

Central Technical School - Toronto

Bachelor of Arts Major in Marketing and Management

University of Toronto

Work Experience

Print Three - Toronto, ON (Full-Time)

2015 - 2022

Communications and Marketing Director / Graphics Designer

- Develop and manage promotional strategy and marketing materials using marketing tools designed to promote the company brand, image, and values.
- Manage social media accounts (Facebook, Twitter, Instagram, Pinterest, TikTok) using Hootsuite, and Facebook manager; make scheduled posts and everyday client engagement.
- Manage all the marketing campaigns including KPI analysis, SEM management, SEO, graphics design such as landing pages, video promotions, brochures, and promotions.

Freelancer

2014 - Current

Marketing Specialist, Graphics Designer, Social Media Manager

- As a freelancer, I helped various businesses and start-ups with their marketing and design needs including: social media marketing, graphics design, Google ads campaign, and web design.
- Developed marketing campaigns specially catered to the clients' needs and requests
- Worked independently and as a part of an in-house team or collaborated with other freelancers.

Certifications

- Advanced Google Analytics Certification
- Google Ads Search, Video, Display, Measurement Certification
- Hubspot Social Media Marketing Certification
- Hubspot Inbound Marketing Certification
- Facebook Certified Advanced Marketing Developer

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