



CYNDI ROBERTS

Marketing & Communications

LOCATION

Calgary, Alberta, Canada

EMAIL

inspiredbychange@shaw.ca

PHONE

403-276-6906

WORK EXPERIENCE

Marketing Coordinator

Artistic Stairs Ltd. / Full-time / July 2017 – Feb. 2018

Website Developer, SEO

Inspired by Change Communication Design / Part-time Freelance / 2009 – 2018

Graphic/Website Designer

Retailer/Wholesaler in Health & Wellness Industry / Full-time / March – July 2015

Marketing & Communications Assistant

Real Estate Team in South Calgary / Long-term Contract / April 2012 – Nov. 2013

Content Migrator - City of Calgary webWave (Intranet) Project

Modis International / Short-term Contract / Sept. – Nov. 2009

Web Analyst/Developer - Mount Royal College IT Services Dept.

Mount Royal College, Applied Communications Degree / Directed Field Study 2 / Jan. – Aug. 2008

Design & Marketing Coordinator - Keller Williams® Platinum Realty

Mount Royal College, Applied Communications Degree / Directed Field Study 1 / May – Aug. 2007

EDUCATION

Bachelor Degree in Applied Communications – Electronic Publishing

Mount Royal College, Faculty of Communication Studies

Associate Degree in Specialized Business – Marketing

ICS Center for Degree Studies

WEBSITE & SOCIAL MEDIA

Website – www.inspiredbychange.ca

LinkedIn – www.linkedin.com/in/inspiredbychange

Facebook – www.facebook.com/inspiredbychange

Twitter – www.twitter.com/cyndiroberts

SKILLS

- **Microsoft Office 365**
 - **Adobe CC 2019**
(Dreamweaver, Illustrator, Photoshop, InDesign)
 - **WordPress** (PHP, MySQL, plugins & widgets, jQuery sliders, HTML5, CSS, etc...)
 - **Shopify, Volusion, WooCommerce**
(eCommerce)
 - **SharePoint** (CMS)
 - **G-Suite, Google Business**
 - **Google Search Console**
 - **Google Adwords/Adsense**
 - **SEO Analytics Tools**
 - **Mailchimp** (eNewsletters)
 - **HubSpot** (Inbound Mktg.)
 - **Top Producer** (CRM)
- Social Media Platforms:**
- **Facebook** (profiles, pages, groups, PPC ads, promoted posts, events, photo & video albums, etc...)
 - **Twitter** (API)
 - **LinkedIn** (Company Pages)
 - **YouTube** (Video Channel Branding & Configuration)
 - **Pinterest** (Rich Pins)
 - **Trello** (Team Collaboration)
 - **Asana** (Project Management)