

sean craig



My two latest endeavors in digital marketing consisted of being a Digital Marketing Strategist at Zag Creative, and a Specialist at Top Draw Inc. At Zag Creative, I was tasked with email marketing, PPC advertising on Facebook as well as AdWords, and website maintenance. Automation and analytics were also a big part of my position.

As a specialist at Top Draw Inc, my responsibilities included PPC advertising, automation management, SEO implementation, reporting, as well as teaching clients about the CRM platform. My responsibilities also included interpreting analytics, and advising on strategy for the client's projects.

I am currently taking on freelancing positions and have been experiencing numerous roles from Shopify to Google Ads, Facebook advertising, social media marketing and more! I am always on the lookout for new challenges as a freelancer and I can't wait to meet them head on!

After my experience in these positions, I found out strengths in Google Ads, automation, and SEO. I've been able to use Google Ads effectively across numerous industries, with consistent results. I've used CRM platforms that ranged from small business to enterprise level solutions. I have also had proven results in increasing organic growth and lead generation with multiple websites. I believe the future of my career revolves around the strengths I have previously mentioned, while also embracing new and exciting tools and opportunities. I enjoy adapting and experimenting with new tools to get the desired results.

## PERSONAL DETAILS

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# PROFILE

AFTER ACQUIRING A DIPLOMA FROM NAIT'S MARKETING PROGRAM, I QUICKLY BEGAN MY DIGITAL MARKETING CAREER. SO FAR IN MY CAREER, I HAVE WORKED IN A NATIONAL FIN-TECH-COMPANY AT CASHCO FINANCIAL, AS WELL AS TWO DIGITAL AGENCIES; TOP DRAW AND ZAG CREATIVE. I AM CURRENTLY WORKING AS A FREELANCER IN DIGITAL MARKETING IN NUMEROUS DISCIPLINES.

AFTER EXPLORING NUMEROUS AVENUES, I'VE FOUND I HAVE A PASSION FOR AUTOMATION, PPC ADVERTISING, AND ANYTHING AND EVERYTHING TO DO WITH SPREADSHEETS. I CAN'T WAIT TO EXPERIMENT WITH NEW MEDIUMS AND DO MY

# EXPERIENCE

# CAREER

2015-2017	2017	2018	2018 - PRESENT
<b>CASHCO FINANCIAL</b> DIGITAL MARKETING COORDINATOR	<b>TOP DRAW</b> DIGITAL MARKETING SPECIALIST	<b>ZAG CREATIVE</b> DIGITAL MARKETING STRATEGIST	<b>FREELANCER</b> DIGITAL MARKETING STRATEGIST

# PROFESSIONAL SKILLS

## EDUCATION

2014-2015 **NAIT**  
MARKETING DIPLOMA

## CERTIFICATIONS

GOOGLE ADS  
GOOGLE ANALYTICS

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