

Matthew Manganaro

Dynamic Creative Professional with Expertise in Writing, Editing, Graphic Design, and Digital Marketing

Scarborough, ON M1K 5B7

matthewmanganaro@hotmail.com

+1 647 378 4848

- Skilled writer, editor, graphic designer, digital marketer, and customer service representative
- Extensive experience in creating, developing and executing marketing campaigns
- Proficient in Adobe Creative Suite, Canva, and Microsoft Office Suite
- Strong understanding of SEO and web analytics
- Experienced in creating and editing content for websites, blogs, and social media
- Ability to present complex research in clear, concise prose accessible to a broad audience with an average typing speed of 70 WPM
- Excellent customer service skills with knowledge of customer relationship management systems
- Proven ability to work independently and as part of a team
- Highly organized and capable of managing multiple projects simultaneously
- Exceptional communication and interpersonal skills
- Extensive experience working as a team player to accomplish both collective and personal goals

Work Experience

Marketing Associate

Toronto Humane Society - Toronto, ON

February 2023 to Present

- Created compelling and creative content for various digital and print platforms, including social media, email campaigns, newsletters, magazines, articles, and other promotional materials.
- Developed and executed email marketing campaigns on Mailchimp, maintaining engaging and informative content to communicate with supporters and drive fundraising efforts.
- Managed the backend of the organization's website through WordPress, ensuring it remained current, user-friendly, and aesthetically pleasing.
- Designed outer envelopes and envelope inserts for Direct Mail campaigns on Canva, Adobe Photoshop, Adobe Illustrator, and Adobe InDesign, contributing to the success of fundraising initiatives.
- Designed and crafted content for over five magazines, serving both print and digital audiences.
- Managed and grew the organization's social media presence on Instagram, Facebook, LinkedIn, and TikTok, to highlight the organization's mission.
- Monitored marketing campaign performance and used data to refine strategies to optimize results.

Social Media Specialist

VCA Canada - Scarborough, ON

August 2022 to Present

- Create content for various social media platforms, including Facebook, Twitter, and Instagram.
- Develop and implement social media strategies to increase brand awareness and engagement.
- Monitor and respond to customer inquiries and comments on social media platforms.
- Track, analyze, and report on social media metrics to measure success.

- Collaborate with other departments to ensure alignment of social media initiatives.
- Develop and manage paid social media campaigns and ad spend budgets.
- Research and suggest new opportunities to extend the reach of the brand's social media presence.
- Stay up to date with the latest social media trends and technologies.

Blogger

Wordpress - Scarborough, ON

January 2022 to Present

- Create engaging content for blogs and websites, using WordPress, to increase readership and page views
- Research, write, and edit blog posts and articles in a timely manner
- Keep up-to-date on the latest industry trends and best practices
- Manage and maintain the WordPress blog, ensuring content is up-to-date and relevant
- Optimize blog content for SEO, including keyword research and implementation
- Monitor blog comments and respond to readers in a timely manner
- Develop and maintain relationships with other bloggers, influencers, and industry professionals
- Stay current on blogging trends and incorporate best practices into content creation
- Ensure blog posts meet the highest standards for accuracy, grammar, and punctuation

Client Care Specialist

VCA Canada Birchmount Animal Hospital - Toronto, ON

October 2019 to Present

- Cordially greet clients at the entrance to the clinic when showing up for their appointments
- Carefully weigh pets accordingly to track any health concerns of the pet in the computer system
- Utilize tools on Woofware to provide excellent customer service to each client and pet
- Involved in deep cleaning of lobby area to ensure proper sanitization
- Personally thanked and recognized by multiple clients for ensuring their pets be seen in a timely, safe, and professional manner

Kennel Attendant

- Create a warm and welcoming atmosphere for patients and their parents by ensuring every pet is cleaned, fed, and well cared for
- Thoroughly sanitize each den at the beginning and the end of every shift to guarantee health standard protocol
- Professionally handles multiple dogs on leash to certify daily exercise and bathroom breaks
- Positively interact with pet parents to establish a meaningful connection leading to multiple pets returning for overnight boarding
- Chosen by manager to be a representative on the Health & Safety committee to establish a safe working environment for co-workers and pets

Entrepreneur

Always Gaming - Toronto, ON

March 2017 to Present

- Sole proprietor of an e-commerce business
- Manage all aspects of e-commerce business on Amazon, including product listings, customer service, customer relations, and order fulfillment
- Develop and implement marketing strategies to increase sales and brand visibility
- Research and identify new products to add to the catalog
- Monitor customer feedback to drive customer satisfaction and product improvement

- Negotiate contracts with vendors to obtain the best pricing and quality
- Maintain accurate inventory records and manage inventory control
- Develop and manage website content, including product descriptions, images, and customer service information
- Analyze sales data to identify trends and develop strategies for increased sales

Veterinary Assistant

VCA Canada Birchmount Animal Hospital
December 2019 to August 2022

- Properly restrain pets for each doctor and technician in order to ensure correct medical attention is received
- Experience in working with critical restraining techniques and tools such as muzzles, towel wraps, lateral restraint, etc.
- Attentively restrain pets for x-ray views, ultrasound views, and careful blood draws
- Complete multiple shifts as the sole Assistant to aid 5 doctors with their appointments
- Provide essential and critical medical care including nail trims, ear cleans, and oral medication
- Accurately fill multiple prescriptions in a timely manner to ensure that each pet receives the necessary medication
- Carefully prepare various vaccines for the doctors to use on their patients
- Efficiently utilize organization skills by processing incoming food and medication orders
- Customer service skills demonstrated by affably following up with clients via phone to communicate that their food and or prescriptions have arrived
- Recognized by managers and doctors as one of the lead Assistants through leadership, compassion, professionalism, and teamwork
- Designated by managers to train new staff on each aforementioned skill to increase our workflow and effective work environment

Sales Associate

Miniso Canada
June 2019 to October 2019

- Positively interacted with many customers daily to ensure customer satisfaction
- Maintained an organized sales floor by constantly restocking products neatly on the shelves
- Recognized as one of the most influential team members on many occasions by co-workers and managers
- Carefully organized and processed shipments of new products weekly to increase store productivity
- Developed leadership skills through training several individuals on the duties and responsibilities of the required position

Sales Associate

Calendar Club
October 2018 to January 2019

- Managed several aspects of the store, where shifts were completed alone
- Maintained an organized environment by preparing the stockroom and sales floor
- Carefully opened and closed the store, depositing revenue into the bank
- Assisted customers with finding merchandise in the store
- Handled the cash register for sales, returns, and exchanges
- Received recognition for having the 2nd highest sales in the company

Sales Associate

Spencer's / Spirit Halloween

September 2015 to January 2017

- Greeted customers upon entry with a positive attitude and approachable demeanor
- Processed and replenished merchandise, which exceeded manager's expectations
- Set up 5 large displays following the procedural manual from head office

Game Master

Breakout Team Adventures

January 2015 to September 2015

- Provided excellent customer service to customers, responding to their questions
- Answered phone calls about inquiries and bookings in a friendly manner
- Handled cash, credit, and debit from customers

Education

Bachelor of Arts in English in English

University of Toronto

September 2014 to April 2018

Skills

- Blogging
- Copywriting
- English
- Creative Writing
- Proofreading
- WordPress
- Writing Skills
- Search Engine Optimization (SEO)
- Editing
- Digital Marketing
- E-Commerce
- Marketing
- Social Media Management
- Email Marketing
- Communication skills
- Microsoft Office
- Organizational skills
- Time management
- Research
- Google Docs

- Keyword research
- Computer skills
- Graphic design
- Adobe Photoshop
- Windows
- Google Analytics
- Digital Design
- Branding
- Adobe Creative Suite
- Content Development
- Content Creation
- Adobe InDesign
- Content Management

Languages

- English - Advanced

Links

<http://matthewmanganaro.wordpress.com>

<http://www.linkedin.com/in/matthew-manganaro>