

FREDDY SALESFORCE

email@gmail.com | ### ## ## | City, Country | Social

PROFESSIONAL SUMMARY

- Over 3 years of experience managing clients and projects related to Content Marketing, Email Marketing and Web Development
- Over 3 years of “hands-on” technical experience in designing, configuring and executing various Marketing Automation, Email tools and CRM platforms such as Clickfunnels, Mailchimp, Salesforce, Drift.
- Proven track record of leading successful Digital Marketing projects from ideation to completion.

KEY SKILLS

- **Salesforce Administration**
- **Project Execution & Management**
- **Email Marketing**
- **Content Creation**
- **Digital Strategy and Advisory**
- **Day-to-day Marketing Operations**
- **Web and Landing Page Development**

CERTIFICATIONS

- **Conversational Marketing Certification** from **Drift**
- **IT Technical Support Fundamentals** from **Coursera**
- **Project Management Essentials Certified** from **MSI**
- **Lean Six Sigma White Belt Certified** from **MSI**

EXPERIENCE

Digital Marketing Specialist / Consultant

Freelancer

Toronto, ON

2020 August - Current

- Designed, set up and maintained websites, landing pages, blogs, lead magnets, emails and other assets for clients.z
- Developed customized proof of concepts, demonstrations for clients to generate new business and add value to existing clients
- Trained and educated clients on the use of social media products, trends, and practices regarding social media and online marketing.
- Hired and worked with other freelancers to successfully close new business and complete projects.

Salesforce Administrator in Training

SFC Collective | Salesforce Career Development Company Toronto, ON

2021 March - Current

- Involved in Salesforce.com application setup and configuration of apps to match the functional needs of the organization.
- Developed proof of concepts to ensure technical feasibility and solution-fit.
- Interacted with various business team members to gather the requirements and documented the requirements.
- Created and customized Custom Objects, Formula Fields, and Cross Objects Formulas, validation rules, dependent picklists and page layouts

Patient Flow Coordinator

Scarborough General Hospital

Toronto, ON

2019 January – Current

- Trained and educated nursing staff on use of patient care software such as MediTech
- Booked and organized surgical cases and various medical procedures
- Allocated staffing needs for the Unit based on patient count
- Worked with direct supervisor to ensure patient care could be delivered at the highest level

Business Owner

FitwithZu

Toronto, ON

2017 October – 2020 June

- Wrote over 15 articles and blog posts to help people with various health and fitness challenges
- Created sales sequences and marketing funnels to educate customers and provide value through affiliated products and services
- Utilized Marketing Automation and Social Media tools such as Clickfunnels, Mailchimp, Facebook and Instagram to connect with target audience and get them engaged.

EDUCATION

- University of Toronto – Toronto, Canada / August 2015
Bachelor of Science: Psychology