



# CYNDI ROBERTS

## Communications & Marketing Specialist

### LOCATION

Calgary, Alberta, Canada

### EMAIL

inspiredbychange@shaw.ca

### PHONE

(403) 276-6906

### WORK EXPERIENCE

#### Sales & Marketing Coordinator

Manufacturer in Oil & Gas Industry / Full-time / February 2021 – October 2021

InDesign brochure and magazine ad layout, ad buying, social media account management, image editing, proofreading, and quality assurance. A self-starter with attention to details. Recently introduced to Salesforce/Pardot CRM via training videos to support a sales team in the UK. WordPress website management. [[www.sur-tech.uk](http://www.sur-tech.uk)]

#### WordPress/eCommerce Website Developer & Communication Designer

Inspired by Change Communication Design / Part-time Freelance / 2009 – 2020

Website Design and Development, WordPress Theme CSS Customization, eCommerce setup, SEO, Google Analytics, Internet Marketing, Graphic Design for Solopreneurs, Business Professionals, and Small Biz clients. Providing all the marketing materials and tools they need so they can do what they do best. [[www.inspiredbychange.ca](http://www.inspiredbychange.ca), [www.calgarylmsdesign.com](http://www.calgarylmsdesign.com)]

#### Kajabi LMS Website Developer & Graphic Designer

Online Learning Platform / eCommerce / Landing Pages / Blog / eNewsletters / CRM / Graphic Design / Short-term Contract / January 2020 – November 2020

Website development & graphic design for a Psychiatrist in Calgary, Alberta. Web Project coordination from inception to course implementation. Zoom conference calls with client and Kajabi expert that assisted the setup and migration from the previous WordPress/WooCommerce website. [[www.eleanorsteinmd.ca](http://www.eleanorsteinmd.ca)]

#### Marketing Coordinator

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

WordPress Website Maintenance, SEO, Writing Blog Posts, Digital Photography, Social Media Management, Document Production, Form Standardization. Fixed hacked website theme/blog. Website Customization and Troubleshooting,

Proofreading and Production of 2017 Installation Manual for Stair Installers, 2017 Internal Product Guide for Sales Team, and 2018 Stair & Railing PDF Catalogue for the Website. [[www.artisticstairs.com](http://www.artisticstairs.com)]

### 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

### SKILLS

- **WordPress** (HTML5, CSS3, PHP, MySQL, Plugins, Config. jQuery sliders and widgets, Hosting, Domains, SSL, etc...)
- **Kajabi, LearnDash** (LMS)
- **WooCommerce, Shopify, Volusion** (eCommerce)
- **SharePoint 2010** (CMS)
- **Adobe Creative Cloud** (Dreamweaver, Illustrator, Photoshop, InDesign)
- **Microsoft Office 365**
- **G Suite/Google Apps**
- **Google Business**
- **Google Search Console**
- **Google Adwords/Adsense**
- **SEO Analytics Tools**
- **Structured Data** (SEO)
- **Mailchimp** (eNewsletters)
- **HubSpot** (Inbound Mktg.)
- **Top Producer** (CRM)
- **Trello** (Team Collaboration)
- **Asana** (Project Management)
- **Zoom** (Video Conferencing)

#### 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)
- **Instagram** (Photo and Video-sharing)