



ALEXANDRA JONES

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SUMMARY: Digital Marketing Manager with 8+ years of Marketing and Brand Management experience in developing and implementing digital marketing campaigns across multiple digital channels.

GET IN TOUCH

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 alex.jones@digitalco.com

SOCIAL MEDIA

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DIGITAL MARKETING MANAGER

The Digital Shop - Montréal, Canada - 2012 - present

Advanced experience in leading a team of 20 in developing and implementing digital marketing campaigns across multiple digital channels.

DIGITAL MEDIA SPECIALIST

The Digital Shop - Montréal, Canada - 2010 - 2012

Working between multiple departments coordinating all online digital marketing content and promotional activities. Scheduling marketing material for online medias (website, social media)

MARKETING STRATEGIST

The Digital Shop - Montréal, Canada - 2008 - 2010

Creatively developing marketing strategies in alignment with company annual revenue objectives. Collaborate with Marketing team in designing digital marketing campaigns and performing market research.

EDUCATION

STRATEGIES IN DIGITAL MARKETING & SOCIAL MEDIA

Certificate - Montreal, Canada - (November 2010)

BACHELORS OF BUSINESS MARKETING

Concordia University - Montreal, Canada - 2005 - 2009