

Terri-Lynn Neges

MARKETING PROFESSIONAL

1-705-205-7993

terri.neges@live.com

terrinesges.com

PROFILE SUMMARY

Creative and motivated Marketing Professional with 5+ years of experience developing social media campaigns, designing pitches, and effectively managing design projects. Highly skilled in overseeing email and digital marketing initiatives, implementing innovative marketing strategies, and creating compelling in-house marketing materials. Adept at enhancing brand awareness, analyzing marketing campaign performance, and fostering client engagement to achieve organizational objectives.

CORE COMPETENCIES

Content Creation, Email Marketing, Google Ads, Google Analytics, Marketing Strategy, Project Management, Search Engine Optimization (SEO), Social Media Management, User Experience (UX) Design, Website Management

SOFT SKILLS

Analytical Thinking, Communication, Cooperation, Creativity, Curiosity, Intuition, Leadership, Multitasking, Organization, Teamwork

EXPERIENCE

MARKETING COORDINATOR

Royal LePage Lakes of Muskoka Realty | Bracebridge, Ontario | Apr 2022 - Sep 2023

- Elevated agency client engagement by developing marketing materials tailored for real estate agents, contributing to heightened brand awareness and raising page impressions by 77K and profile impressions by 112K on Facebook and Instagram
- Spearheaded marketing initiatives by generating content, optimizing search engine optimization (SEO) strategies, and analyzing campaign performances across two company websites, increasing brand visibility
- Managed content calendar for 20+ social media posts each month, achieving a user engagement of 8.24% and establishing a strong brand presence across Instagram and Facebook, increasing followers by 35%

GRAPHIC DESIGNER

Freelance | Muskoka, Ontario | Nov 2016 - Jun 2022

- Collaborated with clients and stakeholders to ensure satisfaction of design deliverables
- Created visual concepts using computer software to communicate ideas that inspire, inform, or captivate consumers
- Developed engaging marketing and promotional advertisements to generate sales revenue and grow customer base for select clients

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EXPERIENCE (CONTINUED)

GRAPHIC DESIGN INTERN

Anderson DDB Health & Lifestyle | Toronto, Ontario

- Managed multiple projects by executing proficiency in time management and organization, meeting all agency deadlines
 - Created visual concepts using computer software to communicate ideas that inspire, inform, or captivate consumers
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EDUCATION

CERTIFICATE IN DIGITAL MARKETING MANAGEMENT

University of Toronto | Toronto, Ontario | Sep 2022 - May 2023

CERTIFICATE IN USER EXPERIENCE (UX) DESIGN

University of Toronto | Toronto, Ontario | Feb 2021 - Jan 2022

DIPLOMA IN ADVERTISING AND GRAPHIC DESIGN

Humber College | Toronto, Ontario

DIPLOMA IN FILM PRODUCTION

Confederation College | Thunder Bay, Ontario

BACHELOR OF ARTS IN FILM STUDIES

University of Western Ontario | London, Ontario

CERTIFICATIONS

GOOGLE ADS SEARCH CERTIFICATION

Google | Apr 2024 - Apr 2025

GOOGLE ADS CREATIVE CERTIFICATION

Google | Mar 2024 - Mar 2025

DIGITAL MARKETING CERTIFICATION

HubSpot Academy | Mar 2024 - Apr 2025

CONTENT MARKETING CERTIFICATION

HubSpot Academy | Mar 2024 - Apr 2026

SOCIAL MEDIA CERTIFICATION

HubSpot Academy | Mar 2024 - Apr 2026

INTERESTS

Comedy, Entertainment, Graphic Design, Home Improvement & Interior Design, Photography, Programming
