

Gino Ghalehpardaz

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Multimedia & Marketing Specialist, Motion Designer, Social Media, Front-End Developer

Ambitious, results-driven interactive media professional with expertise in digital media and marketing, graphic and motion design, front-end web development, content development, and social media management. Intuitively adapt to new technology and innovative processes while ensuring corporate and client standards compliance. **Areas of Emphasis Include:**

- Adobe Creative Suite: Photoshop, Illustrator, Premiere, Audition, Acrobat, After Effects and InDesign
 - Microsoft Office including: Microsoft Word, Microsoft PowerPoint, Microsoft Excel and Microsoft Publisher
 - WordPress & GitHub.
 - Social Media, Meta Business Suite, Hootsuite, Mailchimp, Constant Contact And A.I tools such as ChatGPT.
 - Web Development, U/X & U/I.
 - HTML, CSS, SASS, & limited JavaScript.
 - Motion & 3-D Design
 - Google Analytics and SEO
 - Creative & Artistic Direction
 - Animation & Video Production
 - Bilingual – Proficient in French, Farsi
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EDUCATION

Interactive Media Design Diploma | Fanshawe College, London, Ontario (2020)

Bachelor's Degree with Honours in Journalism & Criminology | Wilfrid Laurier University, Brantford, Ontario (2014)

High School Diploma with French certificate | Sir Wilfrid Laurier Secondary School, London, Ontario (2009)

EXPERIENCE HIGHLIGHTS

Marketing Coordinator, RUFFINS PET CENTRES, Dunnville, ON, 04/2021 to Present

Responsible for the marketing initiatives of the Ruffin's Pet Centre's franchise and franchise stores, including management of the primary social media page, managing Google My Business for all stores, Meta Business Suite, website updating and troubleshooting, emails, and email marketing through Gmail and Constant Contact. Responsible for significant design decisions and implementations including franchise store signs, shelving sale stickers, lawn signs, pamphlet design and creation, product packaging design and creation, merchandise creation, analytics, principal photography and video work for events, logo designs, converting files, troubleshooting, and more.

Digital Media and Marketing Specialist, ADRENALINE MMA FITNESS AND TRAINING CENTRE, London, ON, 09/2021 to Present

Responsible for creating the marketing plan for Adrenaline MMA to bring more awareness of the gym and its training programs to increase gym revenue through prospective new clients, sponsors, and members. Responsibilities included:

- Managed the recent redevelopment of the gym website, including design, implementation and formal launch.
- Responsible for all gym social media, scheduling, troubleshooting, marketing, logos and branding, principal photography and video work for events, developing relationships with athletic apparel brands and working with them to design gym merchandise such as t-shirts, jerseys, fight shorts, and more.
- Assisting in managing the amateur athletes from the gym for upcoming amateur MMA shows with both matchups and ensuring the athletes have all the appropriate documentation all while implementing an open line of communication with both promoters and government commissions to ensure all proper safety standards are adhered to.
- Successfully managed to increase the total of gym memberships through and post-COVID through a variety of different mediums including the implementation of a strong online presence, events, and more.
- Achieved over 10,000 views on multiple videos on the gym's Instagram platform.

Digital Media and Marketing Specialist, BIJAN'S ART STUDIO, London, ON, 9/2009 to Present

Market Bijan's Art Studio by developing and implementing promotional advertising campaigns. Manage the social media and online presence, website rebuild, edit and management of digital communications through the Customer Management System (CMS). Conducting sales research to analyze customer behaviour, purchasing habits, trends, and preferences.

- Responsible for the development of the company website, including design, content, formal launch and subsequent updates.
- Promoted from a store customer service representative due to providing exceptional assistance. Additionally, serve as the floor manager in the store owner's absence.
- Instrumental in increasing retail transactions by designing eye-catching advertisements, implementation of social media content, analysis of insights and more.

Marketing Manager (casual/weekend position), TRILUX CONSTRUCTION GROUP, Hamilton, ON, 10/2020 to 12/2021

Create an entire marketing division for Trilux Construction Group (and subsidiary Northpeak Roofing & Exteriors) including the management of the online presence such as their social media implementation, website redesign and development, online advertising, logo redesign, SEO and more.

Marketing Coordinator, QUADRO COMMUNICATIONS CO-OPERATIVE, INC., Kirkton, ON, 3/2017 to 9/2018

Directed the social media, website, and digital marketing strategy in collaboration with managers to increase brand awareness. Oversaw the newsletter content development process by writing articles that highlighted company news, selecting appropriate images, editing copy, crafting appealing layouts, delivering emails to distribution lists, and analyzing circulation statistics. Conducted robust industry research on the competitive landscape to position the company as a market leader. Reviewed website analytics such as Click-Through Rates (CTR), traffic, audience engagement and behavior, bounce rates, and acquisition sources to provide management with insights and recommendations for improving website optimization performance.

- Increased total followers and user interactions on social media pages by creating engaging, interactive content.

INTERNSHIPS

Web Developer & Design Intern, ILDERTON AREA BUSINESS ASSOCIATION (IABA), Ilderton, ON, 4/2020 to 6/2020

Selected by the IABA to redesign the association's website and digital blueprint in the WordPress platform. Utilized U/X and U/I best practices to generate engaging mockup wireframes and developed/updated the new website to meet the IABA's requirements by adding features including a business map API, business association, clean images and functionality and more.

Social Media Management Intern, BTC FIGHT PROMOTIONS, Burlington, ON, 1/2020 to 5/2020

Oversaw the BTC Fight Instagram and Facebook social media channels. Produced promotional videos and images to promote MMA events. Increased followers by more than 1000 subscribers, and improved overall engagement by consistently developing captivating posts and interacting with fans.