

SEASONED & SINCERE FREELANCE HIRE

Excelling in creating business assets which improve UX, stimulate network growth, and optimize operations.

SENSIBLE MARKETER

20+ years Freelancing including 5 years at a Toronto-based boutique Ad Agency.

- Strong analytical skills and research specialist with multiple media planning, buying & campaign executions
- Media management and budgets from \$100.00 to \$15M+
- Conscious content & “out of the box” thinker
- Effective and efficient strategist with laser focus capabilities
- CX, UX, UCD, B2B, B2C and data-driven directives

INDUSTRY INSIGHTS AND EXPERIENCE:

Mental Health, Banking, Automotive, Retail, Manufacturing, Self-Help, Recruitment, Farming/Agriculture, Large Equipment, Self employed start-ups and one store shops openings.

PROJECT MANAGEMENT

25+ Produced events ranging from 4 to 100+ participants

- Garnered \$1.5M+ in sponsorships and donated hours
- Cross-promotion specialist
- Community style engagement
- Elegant and refined approaches
- Keen and effective problem solver
- Balanced and transparent negotiation style
- Efficiency finder and budget master

TYPES OF EVENTS: Product & Book Launches, Speaker Talks, Trade Shows, Lectures, and Spiritual growth experiences.



GOAL COMPLETION SPECIALIST

Respecting clear expectations, set budgets, and mutual objectives for project success.



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PORTFOLIO
ONLINE

SPOKEN LANGUAGES



English



Spanish



French



www.linkedin.com/in/silvinaaatsincerity/

APPLICATIONS



COMPLETED EDUCATION



Business
Marketing



ADDITIONAL
PROGRAMS



Mental Health
First Aid Canada

