

## VIK MISTRY

Creative and Digital Marketing Specialist

Portfolio: [vikmistry.ca](http://vikmistry.ca)

LinkedIn Profile: [Click here](#)

## CONTACT:

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(647) 688-1770

## ADDRESS:

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113-70 Douro St,  
Toronto, ON  
M6K 3N4

## SOFTWARE AND SKILLS:

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### Design Tools:

- Adobe Creative Cloud (Photoshop, Illustrator, InDesign)
- Developing Canva workspaces and templates
- Figma concept boards
- Image curation
- Video editing/animations

### Marketing and Analytics:

- CMS platforms (WordPress)
- CRM platforms and marketing automation tools
- Email marketing setup and training
- Google Tag Manager, Analytics, Merchant Center, and Search Console
- Online ad campaign management (Meta/LinkedIn/Google)

### Other:

- MS Word/PowerPoint
- Presentation skills
- Project/task management platforms
- Accustomed to working with stakeholders and executives
- Concept development/storyboarding
- Creative business acumen

## EDUCATION:

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### SENECA COLLEGE

**01/2008 – 08/2010**

Graphic Design

**Credential Awarded:** Ontario College Advanced Diploma

## RECENT EXPERIENCE:

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### Conyers

**2021 – Present**

Senior Brand and Creative Design Specialist

- Supported integration of email marketing platform for internal and external communications; managed users, created templates, and participated in planning sessions for email campaigns.
- Created Canva workspaces and templates to streamline workflow between business teams.
- Digital and print production for global ads and marketing material.

### RGAX (Contract)

**2020 – 2021**

Marketing Specialist/Creative Lead

- Assisted with national and international virtual events and conferences, including presentation deck analysis and theme development.

### AGF Investments Inc.

**2016 – 2019**

Design and Production Specialist

- Collaborated with investment communications team to develop and launch a new conversational style for AGF's weekly thought leadership video.
- Participated in AGF global rebrand project, applying new brand standards to marketing material, presentation templates, and video content.

### First Chance Design

**2015 – Present**

Digital Marketing and Creative Specialist

- Provided creative direction for corporate clients seeking digital and print production services on a month-to-month basis.
- Integrated digital marketing tactics including CRM and CMS platforms, SEO optimization, and online search and social paid advertising campaigns.
- Led brand development sessions, creating visuals for logo marks, templates, and digital assets.
- Contracted for various companies across diverse industries including banking, insurance, investments, law, and creative sectors.