

# BETHEL ANN GALINDEZ

(she/her)

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## SUMMARY

I am a curious and avid learner who is passionate about human-centred growth. Tenacious in developing quality experiences and strategies for the team, clients, and communities. Currently pursuing the means of becoming the best version of myself through intentional living, in order to increase the capacity to which I can contribute and add value to the world. Within this includes values of ongoing learning/knowledge, authenticity, honesty, humility, diversity & inclusion, and community. 🙌

## SKILLS

Excellent relationship building skills  
Excellent presentation skills  
Team contribution and collaboration  
Highly organized, but adaptable  
Strategic and creative problem solving  
Excellent written and verbal skills  
Growth focused & loyal  
Culture, team socials, and event planning

## SOFTWARE

Slack, Notion, Monday, Google Suite  
  
Sketch, Invision, Figma, Zeplin,  
Unbounce, Hot Jar, Adobe Suite  
  
Google Ads, Google Analytics, Google  
Tag Manager

## EDUCATION

ART DIRECTION  
ELVTR | 2022

UI DESIGN  
Brainstation | 2019 - 2020

ADVANCED UX  
Juno College | 2019

UX FUNDAMENTALS  
Juno College | 2018

BUSINESS MARKETING  
Sheridan College | 2016 - 2018

## VOLUNTEER EXPERIENCE

-  REST Centre / Dec '21 - MAY '22  
Social Team Lead
-  TMFB / Oct '19 - Nov '19  
Fundraising & Food Packer
-  WUSC / Jan '18 - Jan '19  
Nominating Committee
-  WUSC / Sep '17 - May '18  
Student Refugee Coordinator
-  Oct '17 - Jan '18  
Marketing Advisor

## WORK EXPERIENCE

DIRECTOR OF STRATEGY | CREATIVE DIRECTOR  
Zanobe / April 2022 - Present

- Research, develop and implement marketing, creative, and brand strategies
- Oversee budget, resources, and marketing next steps
- Provide strategic counselling for marketing, branding, and operational systems
- Demonstrate creative problem-solving and conceptual thinking on client branding, campaigns, and projects
- Design and develop social media creatives, ads, mobile app, branding.

PRODUCTION TEAM LEAD | SENIOR PROJECT MANAGER  
Candybox Marketing / July 2021 - MARCH 2022

- Manage client relationships, stake stakeholders' expectations, project scope, workflows, resources, prioritization, and overall strategic execution of projects
- Develop and design presentations, pitches, creative briefs, and reporting  
Present campaign ideas with budget allocation recommendations
- Design and develop social media creatives, ads, branding, websites, landing pages
- Lead a department of creatives: production designers, videographers, photographers, digital designers, and design coordinators.
- Hiring, onboarding, and training  
Facilitate weekly one-on-ones and weekly department meetings
- Strategically plan and execute people-focused processes for the department.
- As a personal passion and initiative, I've been planning team and culture events since I started working at Candybox: this includes, sourcing, budgeting, and shipping any swag items for the team or for conference events for the company.

SENIOR DIGITAL DESIGNER (UX/UI)  
Candybox Marketing / May 2021 - October 2021

- Develop creative strategies through creative briefs, user personas, lead brainstorming sessions, and user testing - all to ensure that brand identity and messaging are consistent through all marketing verticals for a cohesive user experience.
- Onboard, train, and optimize creative development in the Campaigns Department, while managing Digital Designers and Design Interns.
- Design, develop, analyze, and manage landing page projects, ads, social media posts

DIGITAL DESIGNER (UX/UI)  
Candybox Marketing / February 2020 - April 2021

- Design, develop, analyze, and manage landing page projects and ads and socials media creatives.
- Subject matter expert in conversion optimized designs and Unbounce platform specialist with clients and within the organization.

CAMPAIGN MANAGER  
Candybox Marketing / July 2018 - February 2020

- Manage client relations and communications through ongoing campaign pitches, account reporting, and connecting with influencers
- Develop SEM and Social media campaigns and concepts, providing budget allocation recommendations
- Create, manage, and optimize paid media advertising SEM and social media campaigns (Google Ads, Linkedin Ads, Facebook & Instagram Ads).
- Design and develop ads and landing pages

AWARENESS & EVENTS COORDINATOR  
Sheridan Student Union / April 2017 - April 2018

- Plan events, engagements, pertaining to initiatives that matter to students (ex. Bell Let's Talk, Friendship bench, Movember, Breast Cancer Awareness, Black History Month, etc.).
- Establish relationships with the college, students, community, partners, and non-profits.