

# MATHUSAN THEVARAJAH

## DIGITAL MARKETING SPECIALIST

647-286-4897

mathusant97@gmail.com

---

---

### HIGHLIGHT OF QUALIFICATIONS

---

- Excellent communication and customer service skills with clients.
- Established ability to coordinate teams to meet organizational goals using project management software.
- Advanced Microsoft Office skills- creating models to organize data and information to complete calculations for analysis and present findings to large groups.
- Technical Languages; SQL, Python, HTML, CSS and Java Script.
- Strategizing Digital Marketing/Advertising initiatives; market research, curating related media content, optimizing campaigns to maximize return on advertisement budget.
- Editing and producing visual and video content using Adobe Suite and Canva.

### EDUCATION

---

**UNIVERSITY OF TORONTO: *Bachelors of Arts, Information Technology & Digital Communications***  
Specializing in *Digital Enterprise Management*

2015-2020

### WORK EXPERIENCE

---

**Drive Management Group**  
**Promotional Marketing**, Mississauga Ontario

April 2018 - September 2018

- Communicated and qualified customers based on specific needs and challenges, asking relevant questions and providing well-advised solutions.
- Promoted and distributed product to customers through direct marketing initiatives.
- Developed working knowledge of products catalogs; providing customers with product descriptions and procedures.
- Developed techniques to increase sales; generating \$10500 in personal monthly sales.
- Continuously improved through feedback.

**Spataro's No-Frills**  
**Lead Cashier**, Brampton, Ontario

October 2013 - September 2015

- Provided remarkable customer service skills while working in a fast-paced environment.
- Gained strong communication skills through interactions with various customers in order to educate and enlighten customers on product prices and details.
- Mastered and utilized point-of-sale system, including cash register, barcode scanner, receipt printer, and debit/credit card reader.
- Accepting payments, ensuring all prices and quantities are accurate and proving a receipt to every customer.

## PROJECTS

---

### Know Quest

September 2019-December 2019

#### Project Leader- Financial Audit

- Worked with others to devise and deliver a financial audit on client's current business projects.
- Developed and maintained relationship with CEO and CFO to review business plan and financial records.
- Analyzed and audited Know Quest's Balance sheet, CFS, Income Statement and business plan; providing recommendations on project projections.
- Delivered financial intelligence models with Free Cash Flow projections, Net Present Value and Initial Rate of Return on projects and recommend investment decisions.

### Consulting Project Leader- UX/UI Design

December 2018 - April 2019

- Maintained relationships with software developers and CEO directly to understand statement of work and produce deliverables in a timely manner.
- Designed wireframes of site structure for Expancio's Help and Support Center.
- Created instructional videos to help users troubleshoot Expancio's web application software.
- User tested prototype designs with 100 users observing interactions with interface and recording qualitative and quantitative data.

### Fidget World, E-Commerce (Shopify)

March 2017 - October 2017

#### Digital Marketer

- Designed and developed e-commerce website optimizing landing pages and advertisements to increase CTR by 40%.
- Created product descriptions, images and pricing. Ensured all information of products was updated and accurate.
- Produced and implemented retargeting sales campaigns based on Facebook Pixel and other data tracking technologies.
- Organized and Tracked customer orders, providing 24/7 customer support.
- Managed and deployed profitable Facebook ad campaigns with a monthly budget of \$2,000.
- Grew email list from 300 to 2,000 in 8 months without expanding the monthly budget.

## CERTIFICATIONS

---

Google Digital Garage

The Fundamentals of Digital Marketing  
Google Digital Garage  
Issued Aug 2020



Facebook Digital Marketing Associate  
Facebook  
Issued Sept 2020



Google Ads Search Certification  
Google  
Issued Oct 2020



Google Ads Search Certification  
Google  
Issued Oct 2020

---

### Core Skills

Excel, PowerPoint, Strong numerical & Qualitative analytical skills, Project Management, Leadership, Collecting and Analyzing Data, Negotiation, Budgeting, Strategy, Business Development, Client Relationship, Facebook Ads, Key Word Planning, GoogleAds, Content Creation, Web Development

---