

Christopher Kalil

Marketing Manager

Contact

[Portfolio Website](#)

[LinkedIn Profile](#)

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(289) 828-5931

Skills

Design: Mobile & desktop design, Personas, Prototypes, Storyboards, Video editing

Research: Usability tests, Interviews, Surveys, Contextual Inquiry, Data analytics, SEO

Technical: Adobe Suite, Webflow, WordPress, Figma, HubSpot, JavaScript, Semrush

Project Management: CRM competency, Marketing campaign coordination, Project coordination, Business optimization

Activities & Certifications

Solo Charity Runs

Feb. & Oct. 2023, Apr. 2024 • Stratford, ON

- Organised and ran 3 charity marathons.
- Raised over \$2,300 for charities.
- Received Domino Pizza Stratford honor of Hometown Hero from 107.7 2dayFM.
- [Link to Stratford Times article](#) (p. 17).

Burlington Teen Tour Band

Apr. 2011 – Jan. 2018 • Burlington, ON

- Section leader
- Executive council member
- Trumpet fanfare leader

Creator's Collective Student Club

Sept. 2022 – May 2023 • Stratford, ON

- Video editor and producer

Certifications

- TCPS2

Experience

Zaag University | Social Media & Marketing Manager

Jul. 2025 – Present • Toronto, ON

- **Leading End-to-End Content Strategy and Publishing** across social, blog, posting, and monitoring campaigns to grow audience/engagement while keeping a consistent visual brand model throughout all brand content.
- **Built and Maintain [Zaagu.ca](#)**: driving ongoing on-page/technical SEO and site performance; tracking KPIs and using analytics to iterate content and campaigns.
- **Streamlining Projects** with spreadsheets/CRM pipelines to keep projects organized and on schedule within an interprofessional team setting.

Scale Selling | Digital Marketing Specialist

Jan. – Jun. 2025 • Mississauga, ON

- **Partnered with Canadian & International Clients** to facilitate client onboarding, implemented and completed strategic marketing plans geared towards maximizing client reach, online visibility, keywords and to strengthen organic web traffic performance for all online channels.
- **Enhanced Client Social Media Presence and SEO Strategy** across websites, blogs, social media posts, press releases, local listings and social media platforms—improving client's chances to rank on SERP for relevant leads.
- **Designed and Coordinated Advertising Campaigns (Facebook Ads, Google Ads)** in conjunction with the client's input and their personalised marketing objectives.
- **Utilized AI-Enhanced Tools** to audit client websites, analyze SEO, develop keyword strategies, and identify blind spots across multiple markets.

Stormflow Surfacing | Business Development Manager (Internship)

Apr. – Sept. 2023 • Stratford, ON

- **Designed and Developed** over 50 pieces of user-focused digital content, including video interviews, a promotional sweepstakes, and multiple online advertisements which enhanced brand visibility and improved audience engagement.
- **Collaborated with Cross-Functional Team** to create informative video series, meant to guide contractors when installing product, improving production efficiency.
- **Contributed to Optimizing Customer Journey** and coordinating project requests through CRM, leading to the successful acquisition of 92 sales agreements.
- **Enhanced Social Media Following** by 17.8%, leveraging UX principles to better align content with stakeholder trends, resulting in an increase in Instagram interactions.

Education

University of Waterloo | Bachelor of Global Business and Digital Arts

Class of 2024 (4-year program) • Waterloo, ON; Stratford, ON

- Was recognized on Dean's Honour List for academic excellence.
- Developed creative, technical, and business skills through design-based learning.
- Integrated hands-on UX design with Sunlife Financial for capstone project.

Mohawk College | Occupational Therapist & Physiotherapist Assistant

Class of 2019 (2-year program) - Hamilton, ON

- Learned how to advocate for differently abled individuals in creative processes.
- Strengthened research skills, emotional intelligence, critical thinking, conflict resolution skills, and time management.