

Combination (Hybrid) Work Experience Statement

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Professional Summary

Results-oriented professional with 8+ years of diverse experience in project management, digital marketing, and team leadership. Adept at combining strong analytical skills with creative problem-solving to deliver high-impact results. Seeking to leverage a hybrid skill set in a dynamic and collaborative environment.

Core Competencies & Skills

Project Management Digital Marketing Team Leadership Data Analysis SEO/SEM Agile
Methodology Client Relations

Professional Experience

Senior Project Manager

BrightTech Solutions, Toronto, ON | Mar 2021 – Present

- Lead cross-functional teams of up to 10 members to execute digital transformation projects valued at up to \$500K.
- Implemented agile workflows, reducing project completion times by 17%.
- Developed and maintained client relationships, achieving a 95% client satisfaction rate.

Technical Skills Utilized: Jira, Trello, MS Project, Slack

Digital Marketing Specialist

Wave Media Inc., Toronto, ON | Jan 2017 – Feb 2021

- Designed and executed multi-channel digital campaigns that increased web traffic by 50% YOY.
- Utilized Google Analytics and SEMrush to analyze and optimize campaign performance.
- Collaborated with creative teams to launch innovative content strategies across platforms.

Key Tools: Google Analytics, SEMrush, Hootsuite

Business Analyst

First Lane Consulting, Toronto, ON | May 2014 – Dec 2016

- Conducted data analysis to identify business improvement opportunities, supporting \$1M in operational efficiencies.
- Worked with stakeholders to define requirements and document business processes for IT implementation.
- Facilitated cross-departmental meetings, enhancing internal communications.

Technical Environment: Excel, Tableau, Visio

Education

Master of Business Administration (MBA)

University of Toronto, 2013 – 2015

Bachelor of Arts in Communications

York University, 2008 – 2012

Important Notes on Combination (Hybrid) Work Experience Statements

- Combines elements of both chronological and functional resumes for a well-rounded view.
- Highlights both key skills and a clear employment history.
- Ideal for candidates with diverse experiences or career changers.
- Begin with a summary and skills section before detailed work history.
- Emphasize relevant achievements and technical proficiencies.