

Maria Vasserman 🇺🇸

Content Marketing Manager at Canny | Hiring!
Торонто, Онтарио, Канада
522 отслеживающих · 488 контактов

Canny
Ryerson University
Веб-сайты

Присоединиться, чтобы просмотреть профиль

Общие сведения

I've tried to escape being an artist. People told me that being Britney Spears's backup dancer is the wrong aspiration in life. I was directed to focus on more sustainable ways of making a living. That's why, when choosing what to study at university, I was guided towards marketing instead of journalism. It was still creative enough, but not to the point that would make me "a starving artist" (as many would say).

I dived deep into the business world, trying my hand in telecom, wellness, healthcare, legal and HR industries. While these jobs were very different, I noticed one common thing: I always stood out because I could write, take photos, create graphics and videos. In other words, I could tell a story.

I couldn't escape being creative. I had to find ways to create captivating messaging and tell brands' stories. That's what I do today.

I use photography to communicate your business's message. I create content that turns leads into customers. I visualize your company's values and turn them into actions.

I have completed two marketing programs but learned the most from running my own photography business (called MS VISION) and watching what talented entrepreneurs do.

I'm ready to share everything I know and show you what your business is capable of.

Действия



Fluff is a content killer and fatal flaw for any writer. If I've gotten anything out of my expensive English degree, it's a respect for brevity in my...

Отмечено как понравившееся участником Maria Vasserman 🇺🇸



Love these people & our hangouts ❤️

Поделился участник Maria Vasserman 🇺🇸



👉 #productmanagement

Отмечено как понравившееся участником Maria Vasserman 🇺🇸

Присоединиться для просмотра

Опыт работы

Другие участники также смотрели

- Sarah Hum**
Founder at Canny (we're hiring!)
Торонто, ON
- Jacques Reulet**
Customer Success Manager at Canny.io
Соединенные Штаты Америки
- Tran Phung Nghi**
Founder/manager of Recycle Dalat
Đà Lạt
- Kayla Cytron-Thaler**
Put Security and Compliance on Autopilot 🚀
Денвер, CO
- Jordan King**
Global Website Lead
Канада
- Mano Kurian**
Partnership Manager at LogisEye Solutions
Объединённые Арабские Эмираты
- Sarah McAleese**
Marketing Manager at ResQ | We're hiring! 🇺🇸
Торонто, ON
- Andrew Rasmussen**
Co-Founder at Canny | We're Hiring!
Торонто, ON
- Kajol Ratanjankar**
Program Manager, Early Talent | Velocity | Scotiabank
Милтон, ON
- Miriam Amdur**
Product Marketer | Founder of 52 Friends
Агломерация Торонто, Канада

Показать еще профили ▾

Другие участники по имени Maria Vasserman 🇺🇸

Maria Vasserman
Student at Odessa State Marine Academy
Украина

1 участник по имени Maria Vasserman 🇺🇸 в LinkedIn

См. других участников по имени Maria Vasserman 🇺🇸

Получите новые навыки с помощью этих курсов

- SEO: Optimize Your Social Media Profiles
- Advanced Branding
- Social Media Marketing: Real Estate

См. все курсы



Content Marketing Manager

Canny

сент. 2022 – настоящее время · 5 месяцев

Toronto, Ontario, Canada

Leading the content strategy and execution to bring Canny to the world in all its glory



Owner/Photographer

MS VISION

январь 2016 – настоящее время · 7 лет 1 месяц

Toronto, Canada Area

Inspired by everyone's need for never forgetting moments that matter, MS Vision was born. Our belief is that all moments are precious. Whether you are a model looking to build a portfolio, a couple who wants to capture a magical love story, two lucky people about to build a family or bring a new life into this world, we at MS Vision will ensure nothing is missed.

Marketing Communications Specialist

Maropost

июнь 2021 – сент. 2022 · 1 год 4 месяца

Toronto, Ontario, Canada

- Leading, executing and measuring the content strategy and quarterly calendar – blogs, PDF guides, emails, PRs, organic social media and more to generate consistent and qualified leads
- Increasing brand awareness and generating web traffic through partner relationships
- Collaborating with Neil Patel Digital and other external agencies on SEO optimization, paid social and search
- Planning and executing webinars in collaboration with other teams
- Creating co-marketing content...

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Marketing Communications Specialist

Bell

июль 2020 – июнь 2021 · 1 год

Mississauga, Ontario, Canada

- Revived the corporate blog (hosted on Wordpress) for Bell Business Markets through creating strategy, conducting research, writing and editing blog articles and tracking results through Google Analytics, LinkedIn and Twitter Analytics
- Wrote and edited content for brochures, emails and presentations
- Assisted digital and social media teams with various promotional projects through Facebook, Twitter and LinkedIn ads, created copy and tracked results
- Helped the graphic design team...

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Graphic Designer

Ryerson University

апр. 2020 – сент. 2020 · 6 месяцев

Toronto, Ontario, Canada

- Designed and compiled the annual report for Ted Rogers Business Career Hub to showcase the department's achievements
- Created logos for various departments within Business Career Hub and beyond to attract student engagement
- Produced social media graphics to invite students to enjoy university life



Marketing Specialist

PaymentEvolution

май 2020 – июнь 2020 · 2 месяца

Mississauga, Ontario, Canada

- Rebranded company's logos, visual assets and messaging tone to connect with target and current customers on a deeper level
- Copywrote for blogs, landing pages, social media, newsletters and more, appealing to small businesses (B2B), accounting and HR audience
- Designed sell sheets, social media and web graphics to make marketing messaging stronger
- Created landing pages using Elementor to generate leads, resulting in 25% increase in web traffic



TalentEgg

2 года

- **Content and Marketing Specialist**

авг. 2019 – май 2020 · 10 месяцев

Эмблема общедоступного профиля участника Maria

Добавьте сведения об этом профиле

LinkedIn на другие веб-сайты

Maria Vasserman

Content Marketing Manager at Canny | Hiring!

Content Marketing Manager в компании Canny

Ryerson University

[См. профиль](#)

[См. эмблемы профиля](#)

Toronto, Canada Area

- Created editorial and visual content for 3 companies (TalentEgg, CharityVillage and Bmeaningful) as well as clients in various industries
- Managed social media strategy and execution for over 34 Fortune 500 companies
- Produced and edited original photo and video content
- Designed and wrote content for email campaigns
- Measured social media analytics, providing strategic recommendations
- Engaged with the community through contests and giveaways
- Managed 3 full-time...

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● **Content and Marketing Coordinator**

июнь 2018 – авг. 2019 · 1 год 3 месяца

Toronto, Canada Area

- Created marketing strategy for new product launches and for clients' marketing campaigns targeted at hiring students and young professionals
- Designed graphics for social media posts, digital and print ads, email blasts, website content for a family of companies (TalentEgg, CharityVillage, Bmeaningful) and on behalf of 34 Fortune 500 companies
- Wrote lifestyle and promotional articles, social media copy and press releases
- Trained, managed and proofed work of 3 full-time...

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Devry Smith Frank LLP

2 года 2 месяца

● **Marketing Coordinator**

май 2017 – июнь 2018 · 1 год 2 месяца

Toronto, Canada Area

- Designed (Adobe InDesign, Photoshop, Illustrator, Premier) and coordinated advertising for traditional and digital media including magazines, newspapers, OOH, social media, website, etc.
- Scripted, recorded and edited videos for lawyers' web profiles
- Covered photography and picture editing for all promotional materials and during all corporate events
- Maintained corporate website (WordPress, HTML), social media (Facebook, Twitter, LinkedIn, Youtube, Google+, Intranet)

● **Junior Marketing Coordinator**

май 2016 – май 2017 · 1 год 1 месяц

Toronto, Canada Area

- Assisted with design and content creation for advertising, website and social media
- Researched and compiled databases for lead generation, email (MailChimp) and direct mail communications
- Assisted with events organization, publications, PowerPoint design, photography and photo editing



Marketing Associate

All Health Medical Centre

июль 2015 – май 2016 · 11 месяцев

Thornhill, ON

- Promoted cosmetics department on the website and Facebook through doctors' biographies, sponsored posts, testimonials, blog posts and photography
- Communicated with diverse customers and partners, negotiated and created relationships, booked clients for appointments using Universal Scheduling software
- In charge of psychological clientele – reviewed medical files, assessment and treatment reports, issued invoices, created outstanding summaries, prepared packages for insurance...

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Marketing Creative Writer and Social Media Specialist

About Communications

апр. 2014 – сент. 2014 · 6 месяцев

Toronto, Canada Area

- Created and executed overall marketing and social media strategy aimed at generating new leads
- Moved company website from Joomla to WordPress, incorporated blogs and integrated website with social media
- Developed brochures for current and prospective customers
- Conducted customer satisfaction research project (NPS – Net Promoter Score), made recommendations
- Managed a blogger outreach program and built an active brand ambassador network

- Provided creative leadership and...

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Social Media and Marketing Associate

Chi Junky

авг. 2013 – янв. 2014 · 6 месяцев

Toronto, Canada Area

- Promoted a startup company by creating and distributing media content to the target market resulting in increased awareness and popularity, opening of the yoga studio
- Developed social media strategy as a part of a team in order to provide value to current and potential clients
- Worked individually with the founder while taking and editing photos of her for the future promotional materials

Образование



Ryerson University

Bachelor of Commerce - BCom (with distinction) · Marketing/Marketing Management,

General · 3.5 GPA

2017 – 2020

- Updated marketing knowledge through courses like Innovations in Marketing, Marketing Research, Concepts of E-commerce
- Expanded overall business knowledge by taking Business Law, Finance and Case Analysis courses



Seneca College of Applied Arts and Technology

Business Administration - Marketing · 3.9 GPA

2012 – 2015

Деятельность и сообщества:- Competed at OCMC (Ontario Colleges Marketing Competition) in the Prospect Pitching category - Organized leadership and professional development workshops, events, seminars - Worked on campus in various roles (Office Assistant at the Research and Student Services Department, Student Ambassador at Seneca Business 411, Photographer for different projects and events)

- Developed marketing, business, media and IMC plans
- Worked on case studies
- Mastered research methodologies including writing and presentation techniques
- Gained knowledge of modern business and economic systems in Canada and other countries

Волонтерский опыт



Ambassador

Canadian Breast Cancer Foundation

окт. 2013

Здравоохранение

Spread the word about breast cancer, its prevention, consequences and ways of determining and dealing with it



Volunteer foster

Save Our Scruff - Rehome & Rescue

авг. 2020 – сент. 2020 · 2 месяца

Уход за животными

- Volunteered as a foster to help Save Our Scruff rehome and rescue homeless dogs
- Spread awareness about the cause
- Donated to support future initiatives to help dogs in need

Курсы

Accounting I

ACC106

Advanced Computer Applications for Marketing

MRK264

Applied Business Management

MRK360

Applied Marketing Research

MRK455

Brand Management

MRK561

Business - It's Nature and Environment

BUS106

Business Statistics

QNM222

Buyer Behaviour

MRK513

Career Launching and Portfolio Planning

CAP506

Co-op Professional Theory

CPP100

College English

EAC150

Digital Media Driving Business

MRK634

Digital Media II

MRK644

Economics: An Overview

ECN550

Effective Business Writing

EAC394

Financial Analysis for Marketing

MRK516

Global Marketing

MRK460

Graphic and Web Design

MRK260

Integrated Marketing Communications I

MRK317

Introduction to Computers and Applications

ICA001

Introduction to Psychology

PSY100

MRK620

Strategic Analysis

Management of Marketing Channels

MRK526

Marketing I

MRK106

Marketing II

MRK200

Marketing Metrics and Analysis

MRK519

Marketing Strategy and Analysis

MRK428

Mathematics of Finance

QNM106

New Product Launch
MRK662

Professional Selling
MRK430

Science Fiction
EAC234

Success Strategies for College
SSC100

The Role of Television in Society
CAN463

Advanced Marketing Management
MKT702

Business Intelligence/Decision Making
MKT 700

Business Law
LAW122

Concepts of e-Business
ITM 350

Digital Skills and Innovation for the Global Economy
EDI100

Effective Persuasion
MKT 504

Entrepreneurial Behaviour and Strategy
ENT 526

Innovations in Marketing
MKT510

Integrated Case Analysis
MKT600

Knowledge, Truth and Belief
PHL 550

Knowledge, Truth and Belief
CPHL550

Managerial Finance
FIN300

Managerial Finance II
CFIN401

Marketing Research
MKT500

Organizational Report Writing
CMN 313

Philosophy of Law
PHL612

Understanding Consumers
MKT 400

Проекты

"Facebook as a Learning Tool" Research Project

янв. 2015 – апр. 2015

- Assessed social media effectiveness for learning among post-secondary consumers

- Developed hypothesis and research objectives, worked towards achieving them by performing a

- Developed hypothesis and research objectives, worked towards achieving them by performing a market research
- Tabulated, analyzed and drew conclusions from the data
- Presented research findings and conclusions

Другие разработчики



New Product Launch Project

янв. 2015 – апр. 2015

- Researched profitable and growing Canadian industries, industry trends, major players
- Found a market niche and developed 3 product concepts to satisfy an unmet need
- Tested the concepts through descriptive interviews with the potential target market
- Picked the most promising alternative and developed a marketing plan for the launch

Другие разработчики



Starbucks Channel Analysis Project

янв. 2015

- Performed primary and secondary research on Starbucks' channel structure
- Assessed its effectiveness using different models and tools
- Developed a new channel strategy aimed at fixing channel conflicts and improving operations
- Presented gathered data and recommendations

Другие разработчики



Brand Audit - Seneca College

сент. 2014 – дек. 2014

- o Designed, performed and analysed primary and secondary research on Seneca College brand
- o Developed new positioning statement for Seneca
- o Created an IMC campaign based on the research findings

Другие разработчики

Molson Coors Global Marketing Plan

янв. 2014 – апр. 2014

- o Assessed Molson Coors' brand in different countries around the world
- o Developed marketing recommendations for the company considering cultural differences

Другие разработчики



IKEA - MARKETING STRATEGY PLAN

янв. 2014

As a team, we have designed a marketing strategy plan for IKEA Canada Inc. It included researching current statistical data of the home furnishings industry in 2014 while implementing new marketing strategies for the Canadian furniture market.

Другие разработчики



Nikon - MAERSK Sales Plan

сент. 2013 – дек. 2013

- o Developed a sales plan as a MAERSK representative for Nikon
- o Examined features and benefits of MAERSK's offerings, Nikon's needs as a buying company, and the correlation between the two
- o Created USP for Nikon based on the previous

TELUS Mobility Marketing Research Report

янв. 2013 – апр. 2013

- o Assessed TELUS brand compared to the competition, as well as brand's perception in consumers' minds based on primary research results
- o Recommended marketing tactics to solve branding problems, capitalize on strengths and differentiate from the competition

Другие разработчики

Hershey's Take 5 IMC Plan

нояб. 2012 – дек. 2012

- o Assessed Take 5's standing and potential in the modern marketplace
- o Developed a detailed IMC plan and campaign to re-launch the brand in Canada

Другие разработчики



Nest Thermostat Marketing Plan

сент. 2012 – дек. 2012

- o Individually developed a marketing plan to promote Nest Thermostat in the Canadian market

"Hot & Cold" Business Plan

январь. 2012 – апр. 2012

- o Designed a business plan for a new coffee shop that offers variety of temperatures of beverages additionally to flavours

Immersive Strategic Solutions Marketing Plan for MLSE

январь. 2012 – апр. 2012

- o Created a B2B marketing plan for virtual reality simulation game targeted at MLSE stadiums

Другие разработчики

Звания и награды

IELTS (International English Language Testing System)

University of Cambridge

май 2016

Grade 8.5 out of 9

Ontario Colleges Marketing Competition Certificate of Participation

Ontario Colleges Marketing Competition

нояб. 2014

Represented Seneca at OCMC in Prospect Pitching category, competing with 15 teams of best marketing students in the province

Gold Leadership certificate

Seneca College

сент. 2013

President's honour list

David Agnew

апр. 2013

GPA 4.0

IELTS (International English Language Testing System)

University of Cambridge

январь. 2011

Grade 7.5 out of 9

Arts school diploma

Secondary Private Art School "Kostandy"

май 2010

CAE (Certificate in Advanced English)

University of Cambridge

май 2010

FCE (First Certificate in English)

University of Cambridge

май 2009

Русский

Родной язык или второй родной язык

Украинский

Родной язык или второй родной язык

Английский

Профессиональное владение

Italian

Элементарное владение

Рекомендациирекомендации



Kajol Ratanjankar

«Maria is always a pleasure to work with. She brings a collaborative attitude and a wide array of marketing skills to the team. An excellent communicator who also encourages you to bring your best to the team.»



Daniel Giacomello

«Maria is a dedicated and hard-working individual. I have worked with her in over 5 different class projects, and am very grateful to have such a positive and intelligent partner. She has some of the best time management skills I have ever seen, and is a great leader in group projects. Being in Canada for only a few years, she has grasped English remarkably fast, and even corrects my grammar from time to time! Maria is a wonderful and cheerful individual, and has made my time at Seneca that much more interesting and enjoyable. Anyone who hires, or works with Maria will be glad that they did so. »

8 человек порекомендовали участника Maria

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Больше действий участника Maria

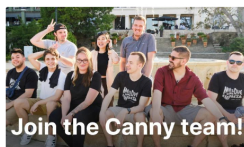
Honoured to be included in Miriam Amdur's interview series. I love finding people I can be honest with. Miriam is definitely one of those people. ❤️

Поделится участник Maria Vasserman 🇺🇸



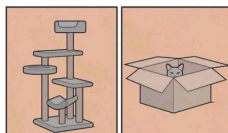
Most B2B marketing plans fail because of one reason: Lack of clarity. Demand gen is not about showing up consistently and sharing random content on...

Отмечено как понравившееся участником Maria Vasserman 🇺🇸



If anyone is looking for a new career opportunity, Canny is still hiring in engineering, operations, and growth marketing. Our latest posting is for...

Отмечено как понравившееся участником Maria Vasserman 🇺🇸



Often, user needs are much more basic than the complicated, feature-heavy products that end up getting built. Take a customer-centric approach to...

Отмечено как понравившееся участником Maria Vasserman 🇺🇸



I'm sorry but artificial intelligence isn't going to save any content marketer who doesn't have a high level of emotional intelligence. Artificial...

Отмечено как понравившееся участником Maria Vasserman 🇺🇸

См. полный профиль участника Maria

 Найти общих знакомых

 Попросить представить

 Связаться с участником Maria напрямую

[Присоединиться для просмотра полного профиля](#)