

Daniel Cantos

PROFESSIONAL EXPERIENCE

Core Conduct

Founder / December 2014 - Present

- Provide web and print based solutions for various clients.
- Collaborate with clients to define and deliver on project scope.
- Coordinate with third-party vendors and suppliers.
- Audit client performance through analytics and develop marketing strategies.
- Research emerging trends and technologies beneficial for future initiatives.

Colt Paper

Marketing Specialist / November 2019 - March 2021

- Brainstormed B2B and B2C strategies for sustained organic growth.
- Modernized and rebranded all print and digital marketing materials.
- Executed and reported on marketing campaigns such as email, social media and seo/sem.
- Communicated with management, sales and production teams on customer requests, project deliverables and corporate messaging.

Natural Emphasis

Web-Graphic Designer / November 2011 - November 2014

- Developed online presence for North American markets with emphasis on social media and user created content.
- Created marketing collateral for product families and industry specific events such as tradeshow and festivals.
- Collaborated with artists and advocacy groups to strengthen brand awareness and increase business development opportunities.
- Provided support for sales (in-person/online), logistic and warehousing departments.

Netlinx Corporation

Graphic Designer / October 2009 - October 2011

- Coordinated with marketing and sales managers to finalize specs and artwork.
- Designed several print advertisements for medium to small sized businesses.

TECHNICAL EXPERTISE

Illustrator	InDesign	HTML / CSS	Wordpress
Photoshop	After Effects	PHP / mSQL	MS Office

EDUCATION

Sheridan College, Oakville, Ontario
Interactive Multimedia / 2007-2008
E-commerce Management / 2003 - 2006