

WILLIAM M. MASIMIRA

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Strategic Marketing and Events professional, offering 3 years of experience as a specialist in a variety of industries. Driven to bring company, client and entrepreneurial vision to life through developing internal and external relationships that facilitate a collaborative environment that prioritizes our goals. Confident in my ability to thrive in a fast-paced setting and my proficiency in a magnitude of platforms that drive growth, reach, engagement, and lead generation that inform strategic planning.

AREAS OF EXPERTISE

- Copywriting
- Photography
- Budget Management
- Social Media & Website Management
- Analytics & Reporting
- Project Management
- Event Management
- Search Engine Optimization
- Content Creation
- Conversion Rate Optimization
- Digital Ad Platforms
- Email Marketing

WORK EXPERIENCE

Weissach Group & Zenvo Canada | Vancouver, BC | 06/2022 - Present

Marketing & Events Manager

- Managed the social media presence of both automotive brands across LinkedIn, Instagram, and Facebook, achieving a 25% increase in total followers over two years.
- Developed and executed quarterly newsletters through the company's CRM, driving a 70% average open rate and boosting lead generation for events, vehicle sales, and service appointments.
- Oversaw, approved, and optimized the annual marketing budget, consistently surpassing ROI targets across sponsored events.
- Maintained and enhanced website visual assets to ensure a cohesive, on-brand, and engaging user experience; successfully integrated a new WordPress-based website for Weissach.
- Conducted ongoing SEO optimization to improve website search rankings while organizing, promoting, and executing high-profile events such as Track Days and Cars & Coffee in partnership with charitable organizations.

The Disability Foundation | Vancouver, BC | 01/2021 - 08/2021

Digital Community Coordinator

- Managed a Market Research Panel to identify gaps in information and services for Vancouver's disability community, securing over 100 registrants who provided actionable insights to the City of Vancouver during COVID-19.
- Planned and implemented a communications strategy for the Market Research Panel, overseeing timelines, copywriting, advertising, and content creation throughout the project lifecycle.
- Partnered with a marketing intelligence firm and coordinated with the City of Vancouver to host and facilitate the Market Research Panel.
- Directed social media strategy for the Disability Foundation and six affiliated charitable societies, enhancing visibility and engagement across all platforms.
- Developed and launched a unified social media content calendar for all seven societies, increasing engagement by 15% through consistent posting on Facebook, LinkedIn, and Instagram.

Simon Fraser University: Faculty of Communication, Art and Technology | Burnaby, BC | 01/2020 - 08/2020

Communications Assistant

- Managed and updated the department's website to ensure dynamic, high-converting content that promoted events, student testimonials, and faculty achievements.
- Amplified faculty visibility and departmental reach through the development and execution of targeted campaigns across LinkedIn, Twitter, Instagram, and Facebook, resulting in increased engagement with key audiences.
- Launched paid social advertising on select platforms, tracked and reported campaign ROI, and optimized strategies to boost digital engagement and conversion rates.
- Collaborated with five schools within FCAT to align digital communication strategies and ensure cross-platform consistency for all integrated campaigns.
- Enhanced digital content workflows by leveraging Adobe Experience Manager (AEM), Campaigner, LiveWhale, and Google Analytics, resulting in streamlined asset creation and robust analytics-driven reporting.
- Designed and implemented a monthly analytics report for senior leadership, providing actionable insights into campaign performance and digital marketing achievements.

Caveman Clothing/Nomadic Elements | Burnaby, BC | 09/2015 - 03/2020

Co-Founder

- Managed social media accounts across multiple platforms targeting the North American market, generating nearly 10,000 followers through strategic advertising to increase brand awareness.

- Represented the brand at fashion shows, festivals, events, and pop-ups throughout the Greater Vancouver Area, effectively engaging target audiences of African and African American communities.
- Led and coordinated photo shoots for new inventory launches, ensuring high-quality visual content aligned with brand identity.
- Oversaw inventory management and cash flow processes to support smooth business operations and financial tracking.

EDUCATION, VOLUNTEER WORK & CERTIFICATIONS

Bachelor of Arts: Communication, Print And Digital Publishing

Simon Fraser University | Burnaby, BC

Faculty of Communications Student Union - Graphic Design Intern

Simon Fraser University | Burnaby, BC

The Ultimate SEO Training 2022 + SEO for WordPress Websites

Udemy Online Certificate

TECHNICAL PROFICIENCIES

- | | | | |
|-------------------|--------------------|-------------------|---------------------|
| • Meta Ads | • Google Ads | • WordPress | • Canva |
| • Microsoft Suite | • Google Analytics | • Adobe Photoshop | • Adobe Premier Pro |

SOFT SKILLS

- | | | |
|-------------------------|--------------------------|----------------------|
| • Relationship Building | • Attention to Detail | • Team Collaboration |
| • Time Management | • Stakeholder Management | • Leadership |