

# DAVID STEINBERG-ZWIREK

(519) 702-4830 | open to relocation | david@zwirek.com

*“David is that rare hybrid who excels on every project – and it doesn't matter if it is a technical or creative task. He's a fast learner, excellent content creator, he understands analytics and always brings his A-game.”*

– Bruce Sussman, Senior Managing Editor, BlackBerry

## SKILLS

- Highly adept multitasker
- Excellent writing, and editing skills with a keen eye for detail and accuracy
- Proficient in Microsoft Office (Word, PowerPoint, Excel, Teams, Outlook)
- Familiar with Canva, Adobe Photoshop, Adobe Analytics, and Adobe Experience Manager
- Proficient in editorial calendar management
- Familiar with foundational SEO best practices
- Highly organized & tech-savvy
- Framer CMS

## PROFESSIONAL EXPERIENCE

### Marketing Intern

Circuit Stream, Calgary, AB | 09/2023 – 12/2023

- Assisted the email marketing lead with content creation, as well as email content and workflow quality assurance.
- Created nurture emails in support of Q2 top-of-funnel initiatives that garnered open rates of 29%-50%.
- Conducted keyword research and provided data-driven content recommendations to the marketing team.
- Supported the marketing team by conducting quality assurance tests of website copy and website functionality, for five university partners.
- Used research and design skills to create fact sheets in Figma which were used to nurture leads via email.
- Created, curated, and managed assets in HubSpot CRM, and posted blogs using Framer CMS.
- Supported the sales team by engaging with customers, answering inquiries, and acting as a facilitator to achieving customers' goals.

### Editorial Marketing Communications Intern Student

BlackBerry, Waterloo, ON | 09/2022 – 04/2023

- Contributed to the team's quarterly CMO report by consolidating and analyzing the corporate blog's QoQ performance based on key success indicators.
- Gathered, analyzed, and reported the company's QoQ and YoY content share of voice compared to competitors and internal benchmarks.
- Researched cybersecurity topics and establish work relationships with subject matter experts to distill highly technical information into digestible blog content for business leaders, in AP writing style. Produced 35 blogs over 8 months.
- Assisted the marketing editorial team by managing the editorial calendar, as well as arranging discovery meetings and interviews with subject matter experts.
- Supported the social media team with social listening activities and content publishing.

*“David’s top-notch writing skills and creativity were only rivaled by his innovation, initiative taking, and amazing attitude. Everyone genuinely loved working with him. Any organization will benefit from professionally engaging David.”*

– Peggy Kelly, Blog Editor,  
BlackBerry

## EDUCATION

BCom (Marketing)  
University of Calgary  
2020 – 2024

BA, Arts & Business Program  
University of Waterloo  
2019 – 2020

BS, Science & Business  
Program (Biology)  
University of Waterloo  
2017 – 2019

## CERTIFICATION

**HubSpot Academy, Inbound Marketing**  
Valid from: 9/23 – 10/25

**HubSpot Academy, SEO**  
Valid from: 10/23 – 10/24

**HubSpot Academy, Content Marketing**  
Valid from: 10/23 – 11/25

**HubSpot Academy, Email Marketing**  
Valid from: 11/23 – 12/25

## PROFESSIONAL EXPERIENCE

**Contracted Website Designer & Website Copywriter**  
Aroma Café Bar, Calgary, AB | 10/2021 – 12/2021

- Effectively communicated with the client to define project requirements and scope.
- Used creative skills to re-design the client’s website, including website aesthetics, writing copy, and editing images in Photoshop.

### Marketing Intern

Applied Lubrication Technology Inc., Mono, ON | 01/2020 – 04/2020

- Through research, Photoshop, and collaborative skills, I developed 10 digestible product use case brochures to support the sales team.

### Marketing Intern

GoFleet Corporation, Mississauga, ON  
01/2019 – 04/2019

- Collaborated with the business development, sales, and editorial teams on projects such as product use case development along with supporting visuals, creating sales slide decks, designing infographics, as well as the preparation and editing of RFP responses.
- Conducted market research on five target markets and reported findings to help inform product messaging decisions.

## VOLUNTEER EXPERIENCE

### Content Creator & Business Development

Bailey’s Bliss Dog Treats Ltd., Calgary, AB | 04/2021 – 04/2022

- Wrote copy and designed visual assets, both digital and print, to address information dissemination (banners, business cards, images, and social media, website).
- Managed the company website and social media accounts (Instagram and Facebook).
- Applied interpersonal skills to develop sales with commercial clients resulting in the addition of four new clients.

## DIGITAL MARKETING COURSE CAPSTONE PROJECT – MARKATHON

**Objective:** In six hours, devise a digital marketing strategy that meets the needs of the client (a local brewery) with at least one supporting digital marketing tactic.

As part of a team of five, I conducted research using statistical databases, and industry reports to make a consumer persona. Said persona was used to devise a digital marketing strategy and supporting tactics, which we presented to the client and marketing agency executives. The result was a grade of “A”.