



MARA FINKELSTEIN

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A strategic leader who fosters strong relationships with clients and solves problems with creativity and innovation. Over three years experience working collaboratively with cross-disciplined teams. A positive, hardworking and technology-minded individual who has exceptional organization, communication and project management skills.

WORK EXPERIENCE

APRIL 2017 – PRESENT

DIGITAL PROJECT MANAGER, 845 ST. CLAIR

Leading digital transformation of firm to use internet, modern technologies and a fitting online presence. Creating and managing website for general and private information for tenants to connect with management, easing communication and day-to-day operations. Solving several technical onboarding issues, leading to the modernization of a 50+ years company and ensuring that the company is 'future-proof'.

MAY 2019 – JULY 2019

PRODUCT MANAGER, 10X

Worked with emerging start-up, Atomley, to develop ideas on over 6 products and bring 3 into use. Shaped system for programable printing producing 1000s of individualized physical invitations, tailored to each event. Coached entry-level intern on research strategies and writing briefs. Collaborated with over 15 partners to develop over 6 products and implemented 3, including testing methodologies and customer journeys for new products.

AUGUST 2017 – AUGUST 2018

ACCOUNT COORDINATOR, KENNA

Manage creative, digital project ensuring a superior user experience, visually appealing aesthetic and strong messaging, guiding users to conversions. Sustain the client's brand and storytelling on all digital touch points. Assess current digital landscape and trends to provide better online services. Assist in the upkeep of a large content management system.

JUNE 2016 – AUGUST 2016

JUNIOR PROJECT MANAGER, STRATEGY AND INNOVATION, CLUB COFFEE

Researched price, position and promotion in the single-serve market to better understand the competitive landscape. Created and presented Social Media 101 training course. Developed in-depth SWOT Analysis for internal and sales teams. Facilitated consumer engagement and management of sampling program as Costco liaison. Implemented and leveraged project management tools.

JUNE 2015 – AUGUST 2015

ADMINISTRATIVE ASSISTANT, CAMP RAMAH IN CANADA

Liaised with customers and employees and reported to executive staff. Triage 75 customer and employee concerns per day ranging from administrative inquiries to customer service inquiries. Supported executive staff and completed administrative tasks.

OCTOBER 2013 – JUNE 2015

SOCIAL MEDIA COORDINATOR, NCSY CANADA

Spearheaded an alumni program, reconnecting and engaging over 400 of alumni using Facebook, LinkedIn and Twitter. Planned for successor.

VOLUNTEER EXPERIENCE

AUGUST 2017 – JULY 2018

CHAIR PERSON YYP, SHAAREI SHOMAYIM CONGREGATION

Founded young professional's community by assessing needs and implementing exciting events, reaching up to 250 participants. Advertise events and raise overall awareness of new community programming. Built active committee; direct team meetings and oversee ongoing initiatives.

AUGUST 2016 – APRIL 2017

CHAIR STRATFORD STUDENT COMMUNITY (SSC), UNIVERSITY OF WATERLOO

Formed SSC to create a sense of community for the students of the University of Waterloo who were living in Stratford, Ontario. Implemented events and activities to foster community, provide interesting non-academic programs for students, and encourage leadership. This group was not officially part of the university.

APRIL 2015 – MAY 2016

COLUMNIST, IMPAKTER

Researched topics for an online magazine dedicated to culture, style society and philanthropy. Collaborated with professionals world-wide. Wrote and designed layout for articles. Partnered with editor and marketer to publish and share new content.

SEPTEMBER 2014 – DECEMBER 2015

INTERNATIONAL PEER MENTOR, UNIVERSITY OF WATERLOO

Paired with English language learner to help improve their English and communication skills through social activities.

EDUCATION

SEPTEMBER 2018 – MARCH 2020

MASTER OF SCIENCE, DISRUPTIVE INNOVATION, HULT INTERNATIONAL BUSINESS SCHOOL

The Masters of Disruptive Innovation degree (MDI) program offers a unique combination of business, user-centric design, innovation and technology. MDI provides the skillset necessary to help students become professionals who can bridge the gap between traditional and digital workforces and understand the value of emerging technologies.

SEPTEMBER 2018 - AUGUST 2019

MASTER OF INTERNATIONAL BUSINESS, HULT INTERNATIONAL BUSINESS SCHOOL

The Master of International Business (MIB) program offers young professionals the opportunity to gain business skills, global experience and cross-cultural teamwork and leadership.

SEPTEMBER 2013 - JUNE 2017

BACHELORS OF GLOBAL BUSINESS AND DIGITAL ARTS, UNIVERSITY OF WATERLOO

The Global Business and Digital Arts degree (BGBDA) program offers a unique combination of courses in creative design, technology and business. Completing team-based, project driven learning, in collaboration with classmates, professors, and industry mentors, enables students to gain experience and build their skills.

SEPTEMBER 2013 - DECEMBER 2015

CERTIFIED ASSOCIATE OF PROJECT MANAGEMENT, PROJECT MANAGEMENT INSTITUTE

The Certified Associate in Project Management (CAPM) is an entry-level certification for project practitioners. Designed for those with less project experience, the CAPM is intended to demonstrate candidates' understanding of the fundamental knowledge, terminology and processes of effective project management.

SEPTEMBER 2012 – JUNE 2013

INTERNATIONAL GAP-YEAR PROGRAM, TIFERET CENTER

An international gap-year program abroad provides a way for young people to strengthen their foreign language skills, improve their understanding of other cultures and apply their worldly experience to personal growth.

JUNE 2008

BLACK BELT, SUMMIT KARATE SCHOOLS

Trained in Shotokan karate for 10 years, achieving my black belt. Taught students of all ages and levels.

SKILLS

- Strong Communication
- Product & Project Management
- Team Management
- Cultural Awareness
- Digital Strategy
- Branding & Keen Eye for Design

AWARDS & CERTIFICATES OF ACHIEVEMENT

SEPTEMBER 2018

DEAN'S SCHOLAR, HULT INTERNATIONAL BUSINESS SCHOOL

Selected to be mentored by the dean.

JUNE 2017

DEAN'S LIST, UNIVERSITY OF WATERLOO

Recognition of outstanding academic achievement. Eligible students must have a cumulative overall average of 80% or higher.

JUNE 2017

GLOBAL EXPERIENCE CERTIFICATE, UNIVERSITY OF WATERLOO

A Global Experience Certificate (GEC) expands students' worldwide view and knowledge of global issues. The certificate will showcase your capacity to be a global citizen and demonstrate your adaptability, cultural sensitivity and cross-cultural communication skills.

JUNE 2017

STUDENT LEADERSHIP PROGRAM, UNIVERSITY OF WATERLOO

The Student Leadership Program (SLP) is a broad-based, experiential series of workshops that explore and enhance students' leadership capabilities and help them gain knowledge and develop skills in leadership that they will take within them into the greater community.

DECEMBER 2013

CHRISTIE DIGITAL AWARD, UNIVERSITY OF WATERLOO

Joint student design project with University of Waterloo's Stratford campus and Christie Digital. The competition required students to develop animation content for display in Christie's headquarters. Project Lead Facilitator for a team that received recognition.

JUNE 2012

NCSYER OF THE YEAR 2012, NCSY CANADA

NCSYer of the year is a leadership award of achievement for the participant who went above and beyond expectations. This honour is given to a student who has dedication and passion for NCSY programming and inspired others to grow and take on leadership responsibilities as well.

MORE ABOUT ME:

Languages: English (fluent), Hebrew (conversational, basic reading and writing), Italian (beginner level of reading and understanding).

Hobbies: I enjoy meeting new people, listening to music, theatre, traveling and history. I am highly organized and like to plan events that bring people together.

Interests: Helping people connect in our digital age