

I work where strategy and creativity meet—turning ideas into clear, actionable plans that energize teams and drive results. I lead by doing and teaching, helping others grow in both craft and clarity.

## Relevant Work Experience

### **OPTIBRAND RX – Corporate Brand Director & Lead Designer** (May 2023 to Present – Full-Time) Agency Dedicated to Positioning, Branding and Market Research in Pharma, Healthcare and BioMed.

- **Built an omnichannel marketing funnel that improved conversion rate by 70% YoY and halved cost-per-lead**, by creating targeted campaigns that were catered to buyer personas, based on historic sales data, and mapped by pharma product pipelines.
- **Improved team efficiency by replacing manual workflows with a scalable CRM platform, Apollo.io**, including open/response rate KPI tracking and automated sequencing across email, LinkedIn, and phone calls. Trained 8 sales associates using the new process.
- **Increased content engagement by developing SEO-driven articles & email campaigns optimized with A/B tests**; based on trends, content gaps, and keyword opportunities identified through SEMrush & Google Analytics.
- **Revamped sales pitch and proposal decks with CRM-aligned, persona-based templates**, unifying brand messaging and enabling agile, tailored client engagement.
- **Managed a \$1.2M USD annual budget as Partnership Activation Manager with NFL, MLB, and NCAA**, increasing brand visibility in key healthcare markets through sponsored advertising opportunities, staff events and charity-driven community outreach.

### **OPTIBRAND RX – Brand Manager & Designer** (Sept. 2022 to May 2023 – Freelance; Consulting)

- **Designed brand identities and logos for Global pharma clients** – delivering full brand books using the Adobe Creative Suite – each aligned with the client's strategic positioning that ensured differentiation in competitive markets.
- **Created a unified internal brand identity and translated it into external-facing materials** by updating all messaging, visuals, and executive communications—ensuring consistent brand expression across global marketing, client touchpoints, and pitch decks.
- **Reduced marketing overhead by auditing and cutting unused vendors/platforms**, reallocating budget to training and low-cost tools (e.g., SlideModel, Noun Project), which improved output quality across non-design staff.
- **Elevated company presence and brand visibility by securing sponsorships at key industry events**. Collaborated with organizers, developed branded materials, prepared give-away merch and oversaw budgets.
- **Increased LinkedIn followers by 64% YoY by tailoring content strategy to pharma audiences**, aligning messaging with brand voice, and reporting KPIs to executives to guide future planning.

### **AIR TRANSAT – WebMaster, E-Commerce Department** (June 2022 to May 2023 – Full-Time) E-Commerce, Web Analytics, UX/UI Design and Web-Merchandising for a Major, Canadian Airline.

- **Led the maintenance and evolution of 12,000+ multilingual web pages (7 languages, 5 global markets)**, improving performance and accessibility scores by 10%+ YoY on Siteimprove by applying UX/UI best practices.
- **Collaborated cross-functionally with internal design, marketing, SEO, and analytics teams** to ensure all web content aligned with global brand strategy, positioning, tone, and visual identity.
- **Designed and deployed campaign landing pages and travel promotions using Kentico (CMS)**, partnering with front-end developers to prototype / test (UAT) widgets, and optimize user flows.
- **Leveraged Google Analytics, Microsoft Clarity, and A/B testing insights** to recommend / implement data-driven improvements, enhancing engagement and conversion metrics.
- **Streamlined content operations by coordinating digital merchandising with seasonal marketing calendars**, while improving search visibility through structured data (JSON-LD), keyword research (SEMrush), and collaboration with SEO and analytics leads.

### **RONIN STUDIO – Brand Consultant & Designer** (May 2019 to Present – Freelance; Consulting) Personal Pseudonym for Freelance Work (Not Trademarked) with Small and Big Businesses.

- **Designed full brand identities – including logos, websites, and brand books – for clients in Montréal, Ottawa, and L.A.**, aligning creative output with positioning strategies and market needs.
- **Led research-based brand strategy sessions with entrepreneurs, including BIPOC and LGBTQ+ founders**, helping shape inclusive narratives that resonate across diverse audiences.
- **Developed and optimized digital experiences using UX/UI best practices, CMS tools, and SEO principles** – while training clients to manage their online presence independently.
- **Built tailored marketing materials – including printed merchandise, collateral, and digital assets** – and developed content strategies that drove brand visibility and growth, all while working within lean budgets for small businesses.

# Select Commissioned Projects and Clients

## BABES OF WELLNESS – Los Angeles, CA

Business Consulting and Brand Support for BIPOC and LGBTQ+ Wellness Gym.

- **Partnered with founder and Nike Trainer Katalina Novoa** to optimize vendor management, pricing strategy, and community engagement by analyzing store analytics and conducting strategic consulting sessions—boosting brand visibility and client retention.
- **Designed / produced marketing assets, printed merch, and event materials** aligned to Mexican heritage and female empowerment themes; apparel worn by Kata was featured on Fox News LA, boosting brand identity and community engagement.
- **Troubleshoot Squarespace CMS issues and resolved DNS/MX record errors**, improving website stability and increasing email deliverability rates by 12% YoY, while teaching the business owner more about her own platform.

## TIME FLIES GALLERY – Montréal, QC

Gallery Website Design & Development for Famous Montréal Artist.

- **Designed an immersive gallery website with a horizontal scroll UX**, replicating the real-world flow of an art exhibition; built using custom HTML, CSS, and JavaScript.
- **Delivered a full-site template, managed domain registration, and launched the site via private server hosting** (FileZilla), with ongoing maintenance and client support.

## APOTEX CANADA – Toronto, ON

Logo, Brand Book, and Strategic Positioning for Fortune 500 Pharma Manufacturer.

- **Created a collection of logos and brand identities for APOTEX's global products**, each supported by a detailed brand book covering strategic positioning, color theory, typography, and visual standards.
- **Developed brand strategy frameworks** to differentiate product offerings across competitive pharmaceutical markets.

## PRIVATE TATTOO – Montréal, QC

Website Optimization for World-Renowned Tattoo Artist.

- **Refreshed Squarespace website** to improve performance, engagement, and ease of updates for the studio owner.
- **Enhanced search visibility by reworking JSON-LD structured data** to directly link the artist's name and social media handles to Google search results.

## PROJECT-MOVERS – Ottawa, ON

Website Relaunch and Business Development for Relocation Company.

- **Rebuilt and redesigned the business website on Wix**, improving UX and aligning content with service offerings.
- **Increased revenue by over 30% YoY** by implementing Wix Campaigns email marketing automation, improving client communication and quote-to-sale conversion times.
- **Developed sales proposal scripts and email templates** to formalize and scale the owner's outreach strategy based on real-world selling experience.

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## Education

- John Abbott College – Web Dev & Graphic Design: AEC
- Udemy – Complete Python BootCamp
- University of Ottawa – Marketing (Honours)

Québec 2021-2022  
Virtual 2020-2021  
Ontario 2014-2018

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## Skills

### Core Skills

UI/UX Design  
Web Development/Design  
Full-Stack Marketing  
Sales and CRM  
Advanced Web Analytics  
Market Research

### Programming

Marketing Automation  
SM Campaign Programming  
API Integration  
Responsive Design/Development  
Domains and DNS Records  
Optimization for Memory Storage

### Design Skills

Photoshop  
Illustrator  
Premiere Pro  
InDesign  
Figma  
After Effects (Learning)

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## Let's Talk Shop!

I would love to get to know YOU! Please reach out to me via [nikizmerli@hotmail.com](mailto:nikizmerli@hotmail.com) or (514) 778-3104.

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