

# CYNTHIA MORALES

## PERSONAL PROFILE

An experienced Wordpress Web & Graphic Designer and Social Media Manager. Experienced in Office Management as a Sr. Administrator. Seeking an opportunity to work with a well-established company which I can utilize my knowledge & creative skills in assisting in the overall performance of its facility where strong personal drive, high-productivity, and well-developed communication skills are desired.

## PERSONAL SKILLS

Creative spirit  
Reliable and professional  
Organized  
Time management  
Team player  
Fast learner  
Motivated

## ACHIEVEMENTS

**Most Outstanding & Best Marketer**  
Toronto Fall Home Show | 2016

**Best CSS Award for Best Websites**  
for Mory & Co. | Jan 2017

## PROFESSIONAL SKILLS

Social media management - Hootsuite For Business  
Web design - WordPress  
Creative content development  
Project management  
Adobe Photoshop CC & Illustrator CC  
E-mail Campaigns - MailChimp & Constant Contact  
Market research  
Microsoft Office

## GET IN TOUCH

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## WORK HISTORY

### Human Resources & Payroll Admin | JHSC Associate

Lowe's Canada (RONA Banner) | 2021 - Present

- Manage job postings and consult with upper management to determine which qualifications are needed for specific job descriptions
- Conduct interviews for job candidates and ask the right questions about experience and education
- Review a candidate's references
- Educate candidates about potential responsibilities and benefits
- Determine which candidates are best-suited for a job position
- Perform orientations for new employees
- Manage paperwork for companies
- Payroll processing and review
- Issue and discrepancy resolution
- Hour and time tracking
- Month-end and year-end reporting
- Team mentorship and support
- Conduct regular workplace inspections & reporting any incidents
- Attend to worker concerns about worksite health and safety
- Identify potential safety hazards & consult and liaise with workers and management on all workplace health and safety matters

### Mortgage Agent

ULTM Group - Verico | 2020 - 2022

- Network with branch managers, realtors, and clients to build a referral business
- Analyze applicants' financial status, credit, and property evaluations to determine the feasibility of granting loans
- Guide clients through all aspects of the mortgage loan from application to funding

### Creative Director

Grid HQ | 2010 - Present

- Developed a social media strategy to increase online visibility of various clients
- Managed social media & created creative content for daily postings
- Design & development of client websites
- Graphic design for digital & print
- Designing logo & brand identity
- Working with various clients from different industries

### Sr. Marketing and Operations Manager

Milano Haircare Supplier, Inc. | 2013 - 2016

- Managed social media & created social media for daily postings
- Designing all marketing materials
- Event planning for hair shows & classes
- Graphic design & photography
- Warehouse management - shipping & receiving
- Inventory control & logistics
- Accounts receivable & accounts payable
- Assisting in the overall duties of the CEO in all administrative tasks

## EDUCATION BACKGROUND

### Mortgage Agent

Real Estate & Mortgage Institute of Canada Inc. | 2020

- Mortgage Agent Course Certificate for Licensing (RMAC)

### Dental Office Administration & Chair Side Assistant

CDI College of Business, Technology & Health Care | 2005

- Diploma