

Pateel Bedoyan

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PROFESSIONAL PROFILE

Dynamic, versatile professional with progressive experience in marketing, sales, analytics and project management, seeking opportunities within the digital marketing sector.

SUMMARY OF QUALIFICATIONS

- Creative and analytical
- Exceptional organizational, coordination and project-management skills.
- Enjoy working as a contributing member of a team and independently.
- Strong problem-solving skills with ability to learn quickly and understand new business processes and concepts

TECHNICAL SKILLS

- Microsoft Office Suite, Google Suite, Slack, Wrike
- Adobe Photoshop, Lightroom, HTML, CSS
- Digital Marketing: Google Ads, Google Analytics, Mailchimp, Privy, Shopify, Hootsuite, Amazon Affiliate

EDUCATION & PROFESSIONAL DEVELOPMENT

Certificate, Digital Marketing, York University, Toronto, ON	2019 - 2019
Certificate, Marketing Management, Ryerson University, Toronto, ON	2008 - 2010
B.A. Labour Studies, York University, Toronto, ON	2002 - 2004

CORE COMPETENCIES

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|-----------------------|-------------------|-----------------------|
| • Marketing Strategy | • Analytics | • Content Marketing |
| • Project Management | • SEO/SEM | • Process Improvement |
| • Client Relationship | • Email Marketing | • Budget Management |

PROFESSIONAL EXPERIENCE

Digital Marketing Apprentice - GenM - FitzBODY

August - Present

FitzBODY is a B2B eCommerce business specializes in Ergonomic Office Furniture

- Manage content marketing and social media posts.
- Content writing that meets business objectives and SEO optimized
- Manage Shopify content and website updates
- E-mail marketing strategy to promote and engage with clients.

Digital Marketing Apprentice - GenM - TasteHaus

July-Oct, 2019

TasteHaus is a startup specializing in writing about kitchen tools and recipe blogs.

- Acted as Managing Editor & coordinated all digital assets for the website.
- Administered Amazon affiliates program & ensure an accurate revenue stream.
- Assisted in the editing of tool and recipe blogs and optimized for SEO.
- Photo sourcing & editing using various photo editing tools.
- Improved media submission workflow, process and visibility to the team.

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Sales Planning Manager, Advantage Solutions, Markham, ON

2016 - 2019

Advantage Solutions brand value for manufacturers and retailers through insight-based sales, marketing and technology solutions.

Assigned Portfolio: Church & Dwight, Sunny D & Tim Horton's.

Key Accomplishments:

- Managed the planning of promotional programs and trade spend of assigned brands and customers.
- Lead the consolidation process of \$4 Million outstanding deductions during new Trade System transition.
- Promotional analysis and expert recommendation to the business.

Client/Customer Development Coordinator, Advantage Solutions, Markham, ON

2013 - 2015

Advantage Solutions brand value for manufacturers and retailers through insight-based sales, marketing and technology solutions.

Assigned Portfolio: Church & Dwight, Deoleo, Valeant, Walmart, Loblaws, Metro & Food Basics.

Key Accomplishments:

- Brand expert of assigned portfolio, and supported client and sales team operations.
- Improved internal reporting, financial and planning processes, adopted by other teams.
- Analysis and reporting of promotional and marketing programs.

Account Supervisor, Commix Communications Inc., Richmond Hill, ON

2011 - 2012

Commix Communications Inc. is a creative and digital marketing agency

Assigned Portfolio: Smucker's, Nestle, ConAgra, Canada Bread & Maple Leaf Foods.

Key Accomplishments:

- Directed and managed the execution of marketing & promotional programs with cross functional teams.
- Established trust and acted as key client contact, managing budgets upwards to \$1 million.
- Successfully executed Retail Marketing programs, Direct Mail, Digital and Social Media
- Managed client budget and critical path to ensure projects are executed on time and on budget.
- Supervised and coached an Account Executive.

Experiential Marketing Manager, Loblaw Companies Ltd., Brampton, ON

2010 - 2011

Loblaw's is Canada's largest retailer, and food and pharmacy leader.

Assigned Portfolio: Grocery, Perishable, Health & Beauty, Drug, General Merchandise.

Key Accomplishments:

- Managed in-store activations, at shelf media, coupons and shopper marketing programs.
- Recouped \$1.5 million in outstanding demo fees from the PC Insider's programs.
- Generated a new and improved financial reporting for the Marketing team
- Supervised and coached 3rd party contractors and marketing specialists.
- Managed head office and vendor sponsored events for Loblaw employees.

Pricing & Promotions Manager, Loblaw Companies Ltd., Brampton, ON

2008 - 2009

Loblaw's is Canada's largest retailer, and food and pharmacy leader.

Assigned Portfolio: Perishable categories – Processed Cheese & Yogurt.

Key Accomplishments:

- Managed pricing and promotional programs and conducted analysis to determine the effectiveness of strategy.
- Saved the category an invalid vendor repayment request of \$70K
- Forecasted sales and volume for promotional activity and new product launches.