

Pateel Bedoyan

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PROFESSIONAL PROFILE

Versatile marketing professional with experience in digital marketing, web design, analytics and project management.

SUMMARY OF SKILLS

- Strong communication and problem-solving skills.
- Multi tasker, organized and can meet competing deadlines.
- Analytical and creative, with strong attention to detail.

CORE COMPETENCIES

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

TECHNICAL & VOCATIONAL SKILLS

- Digital Marketing certificate.
- Microsoft Office Suite, Google Suite, Slack
- Adobe Photoshop, HTML, CSS, Balsamiq, Axure
- Amazon Affiliate, Google Analytics, Hootsuite, Mailchimp, Privy, Shopify

PROFESSIONAL EXPERIENCE

Digital Marketing Associate (Freelance) - FitzBODY - Toronto, Ontario

2019 - 2019

FitzBODY is a B2B eCommerce business specializes in Ergonomic Office Furniture

- Executed digital marketing initiatives that meet business objective and user needs.
- Content marketing & updates across social media platforms.
- Managed Shopify content and technical website updates.
- Managed E-mail marketing content and strategy to promote and engage with clients.

Managing Editor (Freelance) - TasteHaus - Toronto, Ontario

2019 - 2019

TasteHaus.com specializes in providing culinary content, recipes and kitchen tools solutions.

- 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.
- Improved media submission workflow, process and visibility to the team.

Sales Planning Manager, Advantage Solutions - Markham, Ontario

2016 - 2019

Advantage Solutions brand value for companies through marketing and technology solutions.

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

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Client Development Coordinator, Advantage Solutions - Markham, Ontario

2013 - 2015

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, Ontario

2011 - 2012

Commix Communications Inc. is a creative and digital marketing agency

- Directed and managed the execution of retail marketing, direct mail, and social media programs.
- Managed client marketing budgets upwards to \$1 million.
- Ensured on time and on budget execution of multiple client marketing projects.
- Collaboration with creative and production teams, and negotiation with external suppliers.
- Supervised and coached an Account Executive.

Experiential Marketing Manager, Loblaw Companies Ltd., - Brampton, Ontario

2010 - 2011

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

- Managed retail, experiential, shopper marketing & corporate events.
- Recouped \$1.5 million in outstanding instore demo fees from the PC brand's Insider's programs.
- Revamped the financial reporting for the marketing team.
- Supervised and coached agency contractors and marketing specialists.

Pricing & Promotions Manager, Loblaw Companies Ltd. - Brampton, Ontario

2008 - 2009

- Managed pricing and promotional programs and conducted analysis to determine the effectiveness of strategy.
- Forecast sales and volume for promotional activity and new product launches.

EDUCATION & PROFESSIONAL CERTIFICATION

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| · Juno College - Web Development | 2020 - 2020 |
| · Digital Marketing Certificate - York University | 2019 - 2019 |
| · Marketing Management Certificate - Ryerson University | 2008 - 2010 |
| · Labour Studies Bachelor of Arts Degree - York University | 2004 - 2006 |