

# JAMES ROONEY

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## PROFILE

A sales and marketing specialist with a variety of experience in the legal, e-commerce, mobile app, online gaming and consumer packaged goods industries. Specializes in maximizing business growth through analysis, strong communication skills and an ability to develop strong relationships with multiple stakeholders

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## PROFESSIONAL EDUCATION

### Digital Marketing Professional Program

Red Academy, Vancouver, BC

- Relevant Courses: Content Marketing, Email Marketing, Inbound Marketing, SEM 2016
- Certifications: Google Analytics, Google Adwords

**Master of Business Administration**, Business Innovation Track 2014  
Sauder School of Business, UBC, Vancouver, BC

- Relevant Courses: Brand Management, Consumer Behavior, Marketing Research
- Completion of the Brand Management Mentorship program

**Bachelor of Laws** 2006  
The University of Sheffield, Sheffield, UK

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## PROFESSIONAL EXPERIENCE

### Digital Marketing Consultant

Blast Ramp, Vancouver, BC July 2016

- Formulated an Inbound Marketing strategy to nurture leads through to live demo signup

My Green Space, Vancouver, BC June 2016

- Created Mobile App launch strategy to reach 3000 downloads over 1 month campaign

Circle Craft, Vancouver, BC May 2016

- Developed a holiday marketing campaign to increase site traffic by 25% for the e-commerce store

### Sales Executive

Lazymeal, Canada, Vancouver, BC August 2015 – March 2016

- Responsible for outbound sales at online food ordering startup. Increased partners by 15% in 7 months

### Sales Leadership Development Program

March 2014-May 2015

PepsiCo Canada, Vancouver, BC

- Maximized business growth for the Unit by 1.7% versus last year, in a declining market, by providing exceptional customer service to large, mid and small format accounts, including Wal Mart, IGA, Save On Foods, Shoppers Drug Mart and Shell
- Executed national and regional promotions by successfully placing incremental marketing equipment such as displays and racks in key accounts, resulting in 78% success rate for placing innovation products

### Marketing Strategy & Business Development Intern

IgnitePlay, Canada, Vancouver, BC June -  
August 2013

- Forecasted to increase partnerships by 25% and subscribers by 50% by the end of 2013 by devising a partnership & brand ambassador strategy aimed at leveraging IgnitePlay's most passionate players while targeting female millennials.
- Created a partner specific brand awareness and product purchase scheme with aim of increasing revenue by 20% year on year by researching a suitable partner company to collaborate with and determining key areas of mutual interest

### Marketing Manager

June 2011 – June 2012

The Paul Rooney Partnership (PRP), Liverpool, UK

- Generated £245,000 in revenue with the introduction of 83 new cases while managing a five-person marketing team and motivating them to be creative to produce new income streams
- Improved brand recognition in geographic areas outside the firm's traditional strongholds by focusing on localized consumer preferences and aligning brand with those preferences, resulting in a 1000% increase in cases
- Assisted in creating and executing strategy for allocating a £1 million budget for radio and internet marketing resulting in 2000 new cases

**Solicitor**

September 2010 – May 2011

- Negotiated client compensation in excess of £150,000 by appealing to the personal interests of both clients and insurers thereby influencing them to settle on mutually agreeable terms

**Trainee Solicitor,**

EAD Solicitors LLP, Liverpool, UK

September 2008 – August 2010

- Developed ability to influence clients and opponents and prioritize projects, through the successful participation in 20 high-value legal cases
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**COMMUNITY INVOLVEMENT**

UBC Sustainability Fund

Jan - June 2013

- Co – Created a UBC Sustainability Fund with 3 other MBA students by devising a go to market plan that was created through analyzing 10 similar funds across North America

**INTERESTS**

Buying investment grade wine, classical, country and western music, playing golf (13 handicap)

Adrenaline junky – shark cage diver, sky diver, bungee jumper and rapids rider