

JUDE FIORILLO

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EDUCATION & ACHIEVEMENTS

IMMERSIVE WEB DEVELOPMENT PROGRAM

BITMAKER LABS, TORONTO, ON

2014

BACHELOR OF COMMERCE (HONOURS)

QUEEN'S SCHOOL OF BUSINESS, QUEEN'S UNIVERSITY, KINGSTON, ON

2003 – 07

PROFESSIONAL EXPERIENCE

MARKETING AND COMMUNICATIONS MANAGER

VELOCITY, UNIVERSITY OF WATERLOO, WATERLOO, ON

2015 - PRESENT

- Led the marketing team for Velocity, Canada's most impactful startup incubator, and home to 100+ startups.
- Responsible for building the Velocity brand, marketing and supporting events, developing relationships with partners and investors, mentoring startups on PR, writing blog posts and press releases, leading tours, and booting.
- Implemented creative marketing initiatives to increase student attendance by 20% to 5,000/year across 50+ events.

FOUNDER

JOBFAIRR.COM, WATERLOO, ON

2015 - 18

- Designed, developed, and marketed a job search tool in Ruby on Rails to help Canadians explore tech companies.
- Dedicated 800+ hours of work, while working full-time, creating a tool that has been used 10,000+ times.

WEB DEVELOPER

MARZ, KINGSTON, ON

2015

- Developed a video curation web app/community in Ruby on Rails, accessible at marz-beta.herokuapp.com
- Consulted with a client to understand project requirements, make technical recommendations, and provide updates.

DIGITAL MARKETING MANAGER

51MOMENTS, VANCOUVER, BC

2014

- Assisted with product development, and led the branding, planning, and launch of 51moments, an online marketplace to hire a photographer, resulting in articles from local newspapers, tech, and family bloggers.

SOCIAL MEDIA AND MARKETING SPECIALIST

SORTABLE, REBELLION MEDIA, WATERLOO, ON

2012 – 13

- Managed the web development and launch of our seven fastest growing websites (e.g. CPUBoss.com), generating 5 million monthly visitors. Applied mail, e-mail, and social media to promote websites, resulting in 200+ articles.
- Engaged 140,000 fans across 25+ communities by writing blog posts, producing media, and resolving problems.
- Analyzed 7M monthly traffic in Google Analytics, applied SEO tactics, managed SEM campaigns, and used CMS.

'MACROWIKINOMICS' BOOK RESEARCHER

THE TAPSCOTT GROUP, TORONTO, ON

2010

- Collaborated with authors Don Tapscott and Anthony Williams in the publication of the book Macrowikinomics, a Canadian bestseller and Financial Times Best Business Book finalist, which explores the topic of digital innovation.
- Conducted extensive research, fact-checking, editing, and writing for a 424 page book, and prepared CBC radio pitch.
- Praised for work on the book, which received endorsements from the CEOs of Google, Nike, Dell, and OgilvyOne.

RESEARCH ANALYST

MOXIE INSIGHT, MOXIE SOFTWARE, TORONTO, ON

2008 – 2009

- Conducted research, writing, conference planning, and executive support at a think tank led by Don Tapscott.
- Played a key role in the launch of a new digital marketing program and online collaboration platform, including research production, input on platform development, and providing ongoing assistance to clients and colleagues.
- Actively managed a four month project to update the company's \$9 million research library of whitepapers on technology innovation under strict deadlines, including hiring, training, and coordinating an eight person team.

HEAD MANAGER

NETIMPACT SUPPORT CENTRE, QUEEN'S SCHOOL OF BUSINESS, KINGSTON, ON

2006 – 07

- Responsibly drafted and managed a balanced, twelve month budget of \$75,000 for a busy student technology centre.
- Trusted to independently oversee cash deposits, hiring, training, biweekly pay processing, scheduling, and supervision for a staff of 18. Increased revenues by 25% (highest in 15 years), while reducing expenses by 5%, by developing new innovative services and promotions, implementing centre renovations, and eliminating operational inefficiencies.

ADDITIONAL SKILLS & INTERESTS

I am a creative thinker who loves technology, and I am proficient with Google Docs, MS Office Suite, Adobe Suite, SPSS, Ruby on Rails, HTML, CSS, Javascript, and Google Analytics. I'm also well versed with SEO, SEM, CMS, and CRM systems.