**Logan Houston**

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Toronto, Ontario

M5M 2P1

**Education**

Queen’s Bachelor of Commerce – Class of 2015

**Objective**

To gain a role at a company, preferably in the technology industry, focused on providing software solutions to companies that improve overall operations. My hope would be to gain a role in the marketing department or work as a part of the sales team. I am interested in the technology industry, as I have spent the past 3 years trying to start my own recruitment software company, and have enjoyed the sales and marketing aspect of the business.

**Work Experience**

Founder - StudentJobsEverywhere

September 2011 – December 2013

* Executed a Sales Cycle: prospecting, pre-sale, sale, post-sale management. Attracted major companies such as College Pro, Loblaw, Wendy’s Morneau Sheppell, as well as several mid-small sized businesses
* Marketing: responsible for marketing to businesses and job seekers through traditional marketing methods.
* Social Media Marketing: managed the social media for the company primarily focusing on Facebook and had over 2000 Facebook followers
* Search Engine Optimization: managed the search engine ranking growth for the company, got to the first page of Google for some keywords
* Business Plan Development: qualified for multiple business plan competitions

TAPS Marketing Team

September 2014 – Present

* Work to develop new events and initiatives in order to attract customers
* Market and promote events for the group of bars

Bartender & Server

Jan 2014 – Present

* Have worked as a Bartender & Server at several restaurants over the past year, while working to complete my degree

**Accomplishments**

* Attracted over 40 companies to utilize start-up solution
* Top 5 in Queen’s sales simulation
* QEC Business Plan Finalist
* Tom & Kinnear Business Plan Finalist
* Visa Elevator Pitch Finalist
* Ontario Summer Company Participant

**Skills**

* Sales: prospecting to close
* Cold Calling
* Customer Management
* Search Engine Optimization
* Content Generation
* Social Media Marketing
* Business Plan & Strategy Development
* PHP, JavaScript, Python
* HTML + CSS + iQuery
* mySQL