

# Simon Fernandes

Beverly St. Toronto ON M5T 1X9 ◦ +1(416) 720 8589 ◦ [simonafm2@gmail.com](mailto:simonafm2@gmail.com)  
[linkedin.com/in/simonafernandes](https://www.linkedin.com/in/simonafernandes)

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## PERSONAL PROFILE

- Creative thinker and curious individual, with experience in integrated marketing planning and tools implementation for digital campaigns.
- 13+ months experience on branding, digital marketing, and operations in the restaurant industry.
- 3+ years of hands on experience in restaurant services from cooking to inventory management and assisting on catering events and operations.
- Willingness to go above and beyond the task at hand with proven problem-solving skills and capable of working in a variety of assignments and with a diverse client base.
- Certificates in Hubspot, Digital Marketing, Social Media, and SEO & SEM Principles.
- Solid knowledge in Microsoft Office (Word, Excel, PowerPoint).
- Multilingual: fluent in Spanish, basic knowledge of Italian.

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## EXPERIENCE

### Restaurant Service & Brand Assistant, Wayne Gretzky's Toronto November 2019-October 2020

- Supported brand efforts to reduce costs to at least 10% for most used items.
- Realization of weekly inventory control for the kitchen and the bar items.
- Team lead for the night shift, taking responsibility for the closing of the kitchen, and get everything ready for the opening.

### Program Assistant, Fifth Inc, Toronto August 2019-October 2019

- Worked on a business marketing analysis for Fifth Inc, as part of the George Brown Business Program.
- Participated and supported management with rebranding activities and market research in the launch of Fifth Pubhouse brand as PizzaFace.

### Service Associate Assistant, Jack Astor's John St. Toronto April 2018-August 2019

- Successful implementation of inventory control to assure a balanced stock, adequate rotation of fresh and dry items, and maintain costs within the established margins.
- Responsible for receiving orders two times per week and cross-checking invoices to make sure all items were received and in good conditions.
- Help in training of new staff: Use of the POS system, health and sanitization standards, tasks, and responsibilities.

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## EDUCATION

### George Brown College August 2020

Advanced Diploma, Business Administration and Marketing, Toronto

- Recognized by contributions in Data analytics and social media planning through in-class group projects with a variety of clients such as Home Sense, New Standard Beer Co. and Tutor Ductor.

### Universidad Catolica Andres Bello September 2014 - July 2017

Business Administration Program – 3 years, Caracas

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## CERTIFICATES / PERSONAL DEVELOPMENT

- Hubspot Inbound Certified, Toronto, November 2020
- Certificate of Digital Marketing. Brain Station, Toronto, May 2019- June 2019
- Certificate Social Media Management (120hrs) UCV, Caracas, August 2017
- Certificate Digital Marketing and SEO (120hrs) UCV, Caracas, May 2017

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## EXTRA-CURRICULAR AND INTERESTS

- Cooking ◦ Japanese Culture ◦ Traveling