

KIERAN PATTERSON

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SUMMARY OF QUALIFICATIONS

Results-oriented advertising and marketing graduate with a proven track record of developing and implementing strategic campaigns that drive client success and exceed revenue targets. Skilled in building and maintaining strong client relationships, understanding their business objectives, and delivering tailored advertising solutions to meet their needs. Adept at managing multiple accounts simultaneously while ensuring exceptional customer satisfaction. Possesses strong communication, negotiation, and presentation skills, coupled with a keen eye for detail and a passion for staying ahead of industry trends.

AREAS OF SKILL & EXPERTISE

Skills

- **Project Management:** Ability to manage multiple projects simultaneously, with strong organizational skills, attention to detail, and the ability to meet deadlines in a fast-paced environment.
- **Campaign Production:** Proficient in using CRM tools, along with publishing, image, and video editing software to efficiently create and manage client campaigns.
- **Collaboration and Communication:** Excellent communication skills, both written and verbal, with the ability to collaborate effectively with cross-functional teams, stakeholders, and clients.
- **Search Engine Optimization:** Extensive experience in optimizing websites and content for search engines, including keyword research, on-page and off-page optimization, technical SEO, and backlink strategies.
- **Social Media Marketing:** Skilled in developing and executing social media strategies across major platforms such as Facebook, Instagram, Twitter, LinkedIn, and TikTok, including content planning, community management, and analytics.
- **Conversion Rate Optimization:** Knowledge of CRO techniques and tools to improve website and landing page conversion rates through A/B testing, user behavior analysis, and UX/UI design principles.
- **Technical Expertise:** Proficient in all operating systems, HTML, CSS, Java, PHP, Python, Database Management, SEM, Microsoft 365, Network and DNS configuration, WordPress, Website Development, Mobile Application Development and more.

Account Executive, Pickering, ON

Graymatter Media + Marketing (Oct. 2023 – Mar. 2024)

- Serving as the primary point of contact for clients in the capacity of an account executive, facilitating communication, addressing concerns, and ensuring client satisfaction with services rendered. Clientele included Pickering Town Centre, Rotary Club of Mississauga, Pride Mobility, a large injury law firm and more.
- Led end-to-end campaign management processes, from conceptualization to execution, coordinating cross-functional teams and resources to deliver campaigns on time, within budget, and to the highest quality standards.
- Collaborated closely with internal creative and media teams to develop innovative and compelling marketing collateral and media assets that resonated with target audiences and achieved desired outcomes.
- Creation and management of daily email newsletters, social media campaign copy and creative, multiple websites and landing pages, server and search engine optimization, email and employee administration, and mobile application development.
- Conducted thorough performance analysis and evaluation of campaigns and initiatives, leveraging metrics and KPIs to assess effectiveness, identify areas for improvement, and optimize strategies for future success.

Marketing Assistant, Puerto Vallarta, Mexico

PVRPV (Jun. 2023 – Sep. 2023)

- Provided administrative support to management, including scheduling meetings, preparing presentations, managing calendars, and maintaining accurate records and documentation, to facilitate efficient workflow and operations.
- Created copy and graphics for daily social media posts, ensuring punctuality and uniform aesthetic. Utilized Meta Business Suite and Ad Manager to automate and manage various pages and platforms (i.e., Facebook, Instagram, Reels).
- Worked with the web development team to create copy and assets for new website designs and enhancements, including forms, new pages, and UX design.
- Designed and printed physical media such as booklets, brochures, maps, vinyl applications, LED, signage, identification cards, internal documents, forms, merchandise and more.

Senior Financial Services Representative, Toronto, ON

Scotiabank (Aug. 2018 – Aug. 2019)

- Leveraged in-depth knowledge and expertise in financial planning to offer customized solutions aligned with clients' financial goals, needs, and risk tolerance levels.

- Provided expert guidance and assistance to clients seeking mortgage solutions, advising on mortgage products, terms, and financing options to support their homeownership aspirations.
- Facilitated lending transactions by assessing client needs, recommending appropriate lending products, and guiding clients through the loan application and approval process with professionalism and efficiency.
- Offered strategic investment advice and portfolio management services, analyzing market trends, assessing risk-return profiles, and recommending diversified investment strategies to optimize returns and mitigate risks.
- Maintained a thorough understanding of regulatory requirements and compliance standards governing the financial services industry in Canada, ensuring adherence to applicable laws, regulations, and internal policies at all times.

Small Business Associate, Toronto, ON.

CIBC (Apr. 2016 – Aug. 2018)

- Organization and maintenance of critical business documentation, implementing efficient filing systems and digital repositories to streamline accessibility and retrieval of information.
- Exhibited proficiency in financial administration tasks, including invoicing and expenses management, ensuring accuracy and compliance with established protocols.
- Exercised a keen eye for detail in all tasks and responsibilities, ensuring thoroughness and accuracy in documentation and execution to uphold quality standards and mitigate risks.
- Diligently managed the advisor's calendar, meticulously scheduling appointments, meetings, and events to optimize time utilization and ensure timely attendance to all commitments.
- Responded promptly to client inquiries, requests, and emergencies, delivering timely and effective financial guidance and solutions to address their needs and concerns outside of regular business hours.

E D U C A T I O N

Centennial College. Toronto, ON Advanced Advertising & Marketing Diploma	2023
IFSE Institute. Georgian College CSC Canadian Investment Funds Course	2018
Huntsville High School. Huntsville, ON Grade 12 Academic Stream	2016

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