**Rick Stephan**

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**Permanent Address**

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905-881-2354

**EDUCATION**

**Bachelor of Commerce: Marketing Management Co-op** (2005 – 2010)

University of Guelph (College of Management and Economics), Guelph, Ontario

* Finished with acknowledgment on the Dean’s Honours List for recognition of students with an outstanding academic record.
* Completed online courses for both GIS Data Reviewer (certificate received) and ArcGIS Survey Analyst.
* Relevant Courses: Marketing Strategy, Market Analysis and Planning, Marketing Communications, Services Marketing, Consumer Behaviour and Research Methods.

**Ontario Secondary School Diploma** (2001 – 2005)

Thornhill Secondary School, Thornhill, Ontario

## WORK EXPERIENCE

**Brand & Channel Marketing Coordinator**

*LoyaltyOne, Toronto, Ontario October 2010 – Present*

* Coordination of marketing campaigns and print-ad initiatives for various outlets with a B2B focus in the Brand and Channel marketing sector including Social Media strategies.
* Contribution in the creation, management, and analysis of online web portals utilizing online tracking tools such as Google Analytics as well as third-party vendor management.
* Creation and development of online content as well as presentation subject matter for Corporate Strategy initiatives.
* Brand and project management for various initiatives centralizing around lead generation and marketing campaigns.

**Marketing Assistant**

*Microsoft Canada, Mississauga, Ontario January 2009 – August 2009*

* Completed extensive research with post-analytical statistics for various promotions and in-store merchandizing to evaluate effectiveness and recommended conclusions based on findings.
* Researched market trends and competitor analysis to evaluate current market situation.
* Created marketing materials pertaining to Microsoft products that were given to in-store representatives and sales personnel.
* Placed in trade-shows and events to raise awareness of Microsoft hardware products and to speak with high-level management personnel of various computer-related companies about products.
* Utilized organizational skills to manage inventory of all Microsoft hardware and software within the Entertainment and Devices Division.

**Coordinator – Corporate Marketing**

*Air Miles Reward Program, Toronto, Ontario June 2007 – December 2007*

* Creation of an online knowledge-asset repository portal by way of organization of all documents and files from entire existence of the reward program, assessing RFP’s and meeting with potential vendors to execute effectively.
* Created the framework and implemented the video conferencing capability for the Toronto, Mississauga, Calgary, and Montreal offices with constant communication with third-party vendors (vendor management).
* Aided in the creation, organization, and execution of two major conferences for both internal employees and the heads of external sponsoring companies.
* Assisted departments with accessing industry trends, research, white papers, and other similar documents to leverage data from various external tools and resources.

**Visitors Services Clerk**

*Ontario Science Centre, Toronto, Ontario June 2006 – September 2006*

* Interacted with the customers at different locations in the science centre, directing them to exhibits with a friendly and optimistic attitude.
* Actively oversaw many of the attractions, such as ushering the Omnimax Theatre, working at the “KidsPark”, and the entrance of the Science Centre.
* Effectively exhibited teamwork with co-operation and collaboration to ensure the satisfaction of the visitors.

**Customer Service Representative**

*Goodlife Fitness Clubs of Canada, Markham, Ontario August 2005*

* Interacted with customers on a continual basis, ensuring that their experience at the club was as pleasant and enjoyable as possible.
* Utilized member database to verify membership status when entering the facility and to perform any inquires members or staff may have had about account information.

**Telemarketer**

*Embassy Travel, Thornhill, Ontario December 2004 – January 2005*

* Gained customer service and sales experience as well as social and communication skills by being persistent and polite.
* Learned to work in a fast-paced environment.
* Excelled at keeping up with daily quotas.

**Volunteer Councilor**

*Ontario Science Center, Toronto, Ontario Summer 2003*

* Motivated and supervised 10-12 campers through means of leading by example, positive encouragement, and dealing with personal conflicts that may have arisen between campers.

# Developed and organized a multitude of creative programs and activities intended for the campers to be entertained and bond with their peers.

* Gained experience dealing with difficult campers, learning ways to effectively communicate with them to achieve a pleasant experience.

# TECHNICAL SKILLS

* Proficient in Microsoft Office, including Word, Excel, and PowerPoint.
* Animation Background, which includes both experience in Adobe In-Design, Photoshop and Flash.
* Online research skills gained from personal and work experience and academic courses such as Research Methods.
* Microsoft AdExcellence Member and Google Analytics experience.

**AWARDS and ACHEIVEMENTS**

* The Distributive Education Clubs of America (DECA) Business Competition – Placed in the top 30 in the Provincials in 2003, and top 15 in the Oral Competition in 2004.
* Earned Honour Roll distinction for each year of High School, acknowledging academic excellence.
* Candidate for Valedictorian.
* Elected 3 years in a row (Grade 10, 11, 12) for Student Government Grade Representative in High School and voted Prom King.

# SKILLS SUMMARY

* Willing to learn, having a positive and persistent attitude.
* Very proficient interpersonal, communication, and social skills, as demonstrated through retail experience.
* Leadership qualities exhibited by being Prefect Captain in high school, as well as through academic studies.
* Reliable, enthusiastic, creative, humorous, and approachable.