

Brandon Scott

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Education

University Of Saskatchewan

Marketing Degree (2019 – 2024)

Achieved Dean's List in the academic years of 2022 to 2023, and 2023 to 2024

Personal Summary

Enthusiastic digital marketer with over 2 years of digital marketing and design experience. Skilled in many design programs, web design, digital advertisement, photography, and videography. As well as proficient with many customer service skills and able to work in a high pace environment.

Work History

Las Palapas (Bartender & Server – April 2023 to Present)

- Create a welcoming and inviting atmosphere for guests and co-workers alike.
- Execute tasks in a high pace environment while assisting and coordinating with other team members and staff.
- Highly adaptable to many different types of situations and customer requests.

Adventure Destinations (Marketing & Communications Coordinator Assistant – January 2022 to April 2023)

- Grew current social media channels by 20% in terms of engagement and followers.
- Wireframe, prototype, and create websites with over 2000 monthly page views.
- Develop marketing strategies to help engage new and reengage past customers.
- Develop content for various social media channels, email lists, and other platforms.
- Assist with customer inquiries and bookings.
- Proficiently execute on and monitor Facebook and Instagram advertisement campaigns.

Circle Drive Alliance Church (Summer Camp Coordinator – June 2021 – August 2021)

- Develop and implemented a summer camp curriculum for 180 children ages 5 to 10.
- Organized and maintained daily scheduled activities.
- Coordinated and supported group leaders in all activities.
- Creating solutions to difficult and spontaneous situations.
- Maintain a safe and inclusive camp for all leaders, parents, and children.

Skills

Technical

- UX/UI Design, SEO, GA4, Google Search Console, Google Ads, Meta Business Suite, Ahrefs. Mailchimp

Design

- Photoshop, Lightroom, InDesign, Premiere Pro, Canva

Creative

- Photography, Videography

Certifications

- Blue Moose Media: Digital Marketing Certification
- DMI: Digital Marketing Certificate
- Google: Google UX Design Certificate
- Google: Digital Marketing & E-Commerce Certification