

JUSTIN FALCONER, B.com.

Outgoing, creative and hard-working marketing professional. Proven experience in marketing and brand initiatives, working across multiple business verticals and managing marketing teams. Calculated risk taker who is never afraid of failing and pushing marketing boundaries.

EXPERIENCE

MARKETING MANAGER, VEGREVILLE FORD

FEBRUARY 2017 – PRESENT

Digital & Content Marketing

- Drive creative strategy and execution with a digital first mindset
- Manage marketing channels including paid social, email, SEM, SEO, print and radio
- Test and optimize campaigns to meet corporate objectives
- Set clear targets and key performance indicators to ensure advertising meets objectives
- Oversee content strategy to equip sales team with important, interesting and timely content to connect digital and in-store experience

Leadership

- Build and maintain collaborative relationships with agencies, corporate partners and internal stakeholders
- Responsible for the management of the marketing budget to maximize results
- Lead and educate sales staff on digital best practices
- Establish and monitor marketing goals, set objectives, assign accountabilities, and prioritize

BUSINESS OWNER, FALCONER MEDIA

JUNE 2010 – PRESENT

Marketing Contractor

- Research, write and follow up proposals requested by potential clients
- Providing high level of customer service, ensuring satisfaction and retention
- Provide expertise and solutions to a variety of SMB's

Sink or Swim Brand

- Successfully developing business models from initial concept to full size business
- Understanding of customer journey, segmentation, and multi-channel contact strategy
- Oversee and coordinate product development
- Lead design, planning, and execution of brand

CASE PROCESSING AGENT, CITIZENSHIP & IMMIGRATION CANADA

JUNE 2009 – JANUARY 2014

- Made decisions on applications for work, study, and visitor extensions in Canada
- Exceeded workload expectation while ensuring attention to detail
- Worked well independently as well as part of a team in a high production environment
- Relied on to make quick judgements and deal with secure information

EDUCATION

BACHELOR OF COMMERCE - Marketing, MACEWAN UNIVERSITY

SEPTEMBER 2012 – APRIL 2015

BUSINESS DIPLOMA – Entrepreneurship & Innovation, N.A.I.T

SEPTEMBER 2010 – APRIL 2012

VOLUNTEER

PRODUCER, BLACK WITH NO CREAM PODCAST

AUGUST 2018 – MAY 2019

- Manage video projects, deliverables, approvals and feedback on episodes from pre-production through post-production
- Work with sponsors to find interactive and new ways to advertise through the podcast and creator community
- Create content clips that promote the guests, podcast, and community for multiple social channels

CORPORATE SPONSORSHIPS, ALBERTA PROFESSIONAL CHUCKWAGON ASSOCIATION

JUNE 2017 – MAY 2019

- Secure sponsorship from existing partners and potential partners
 - Introduce paid partnerships on social media to increase sponsorship revenue
 - Consult and execute on brand activations
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SKILLS & CAPABILITIES

- Excellent problem-solving skills; develop innovative solutions for challenging problems
- Entrepreneurial attitude; identify and implement practical, business-focused solutions
- Strong leadership capability with experience managing a variety of team sizes
- Excellent communication, writing, and interpersonal skills
- Highly organized; ability to prioritize workloads, meet budgets, deadlines, and client expectations
- Experienced in Adobe InDesign, Premiere, Photoshop, Audition, and Lightroom