
Richard Harland

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Career Trajectory ► Marketing Coordinator

Communication • Leadership • Creativity

Ambitious and engaging young professional recognized for solid communication skills, passion for developing ideas, and ability to exceed client expectations. Focused and adaptable; excels in challenging environments. Technically proficient with Microsoft Office Suite and social media platforms.

Education

Bachelor of Commerce, Marketing *University of Edmonton (2012)*

Buyer Behaviour | Marketing Research
Business Negotiations | Project Management
Arts and Culture Marketing
Marketing Communications
International Marketing
North American Oil Industry Economics

Public Relations Certificate Program *University of Lethbridge (2013 Completion)*

Writing and Editing for Public Relations
Applied Writing for Public Relations
Effective Media Communication
Strategic Communication Planning
Communications Research
Marketing Strategies for Public Relations

Academic Project Highlights

International Marketing:

- Identified best mode of entry for Smart Cars into emerging India market; conducted competitive analysis, assessed political and legal barriers, researched cultural differences, and completed economic comparisons.
- Explored entry options, including mergers and acquisitions, Greenfield investments, exporting, and joint ventures; selected best option of joint venture with existing manufacturer.
- Created class presentation ; documented key points and produced visual representations.

Strategic Communications Planning:

- Designed theoretical strategic communications plan for Sky Communications Ltd.; developed organizational goals, created target audience profiles, wrote key messages, implemented action plan, and established evaluation methods.

Marketing Communications:

- Designed and marketed a unique dessert idea; created prototype, produced product for sale, established branding ideas; earned top grade.
 - Accepted role as creative leader; designed logo and poster advertisements in Photoshop, and directed activities of other team members; earned top grade.
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Related Experience

Marketing Representative & Brand Ambassador (Summer)

2009 – 2011

Unique Sales Solutions – Edmonton, AB

Led three other employees in setting up promotional events for Red Bull, Cadbury, and CitiBank. Provided product samples to thousands of people at festivals and public locations to enhance company presence and increase sales. Completed end-of-day reporting, detailing mass impressions, sample volumes, and consumer feedback.

- Researched and selected events and sites for set-up; liaised with event organizer to ensure alignment with company values and sponsor satisfaction.
- Recruited by management to participate in, and lead, high profile promotional events; accepted increased responsibility for large clients.
- Orchestrated promotions for Smirnoff Ice camp; promoted games and activities, spoke to hundreds of participants, and selected grand prize winner.

Additional Experience

Member Service Representative

2012 – Current

Scotiabank – Lethbridge, AB

Assist customers with day-to-day banking requirements, including financial transactions valued up to \$130,000. Balance branch accounts at closing; account for up to \$325,000 in cash. Provide product and service recommendations to customers after reviewing accounts.

- Ranked in top 75 employees across the company for sales and service referrals within three months of role commencement; assessed client needs and studied company services.
- Joined Environmental Advocacy Committee; participated in projects for waste-free lunch weeks, company composting program, and commuter challenge.
- Led volunteer and team building initiatives within Lethbridge branch and companywide, including adopting a local family for Christmas, and the National Park Relay Race.

"[Richard] comes to work with a positive attitude and willingness to take on any task that's assigned to him. [He can] be counted on to assist in sharing knowledge or ideas that will benefit the team..."
- Manager, Scotiabank

Sales Representative

2010 – 2011

Peoples Jewellers – Calgary, AB

Collaborated with clients to assess needs and provide ideal product solution. Completed detailed opening and closing procedures for busy mall location.

- Awarded by head office for placing second in quarterly sales contest across Canada.
- Improved sales of Bulova products; outsold all other store staff to earn \$750 in merchandise.

Camp Counsellor (Summer)

2009

Downtown YMCA – Edmonton, AB

Coordinated interactive camp experience for 300 children aged three to 15 years old.

Seismic Reclamation & Environmental Consultant (Summer)

2007 – 2008

Wilson Exploration Inc. – Red Deer, AB

Monitored completion of post-seismic cleanups according to government regulations near Sylvan Lake, Alberta. Conducted nightly mapping of locations using GPS and mapping software to track progress.