

Paul Jolicoeur

Newmarket, Ontario
(905) 392-2574
Paul.Jolicoeur@gmail.com

Online Community Manager

Digital and Print Design

Content Creation

Strong Communicator

Strong Work Ethic

Leadership Development

Project Management

Social Media Marketing

Degree: Bachelor of Science, Psychology, Liberty University

WORK EXPERIENCE

Marketing Specialist / Coordinator, 2014 - Present

AHCP, Portland, Oregon

- **Social media community management**
- Social media **marketing**
- Copywriter
- Analyze, plan and execute marketing activities and strategies
- Creative using Adobe InDesign, Illustrator and Photoshop
- Create and manage SEO / SEM & PPC campaigns
- Email marketing campaign
- Print asset design (logo, brochure)
- Digital and print advertising design
- **Content creator**
- Manage **digital communications**
- **Facebook** locations management

Director of Engagement, 2008 – 2014

NAC, Newmarket, Ontario

- **Social media** and online **marketing**
- **Established the use of new technologies**, website design and social media
- Managed **digital communications**

- **Content calendar development**
- **Online community manager**
- **Project manager** for major **fundraisers** and corporate events
- Director of **leadership development** program
- Organize community **outreach events**

CRM Training Manager and Call Center Supervisor, 2002 – 2007

Teen Mania Ministries, Lindale, Texas

- Created **training curriculum** for call center database for 160 agents, supporting 32 events with **\$8.9 million** in revenue by utilizing new technology
- Brought **new technology** to call center training, creating instructional video
- Ranked top **5% of management team**
- Gave leadership for two events of **32,000 in attendance** with **\$2.5 million revenue**
- **Managed and trained** outbound and inbound calls
- Built and maintained relationships with **high value customers**

ADDITIONAL SKILLS / ACTIVITIES

- Skilled in both **MAC and PC** operating systems
- **Experience with Adobe InDesign, Illustrator and Photoshop**
- Advanced understanding of many online **social media marketing and analytic tools**
- **Email campaign** experience with **MailChimp**
- **Experience managing SEO and PPC**
- Excellent **customer service** skills
- **Proficiency** in Pages, Numbers, Keynote, Microsoft Word, Excel, Power Point
- Strong **attention to detail**
- **CRM database** programs (Entice and Microsoft 3.0 Dynamic)
- **Talented and effective** communicator both on stage and in small groups
- Demonstrates strong **leadership ability**
- **Volunteer to serve** community organizations

EDUCATION

Bachelor of Science, Psychology, Liberty University