

timiolutayo1@gmail.com

289-339-2096

Edmonton, Canada T5K 2H6

Skills

- Microsoft office proficiency
- Graphic design and Branding
- Salesforce Marketing Cloud
- Canva & Hubspot
- Excellent Communication skills
- Adobe Express Pro
- Analytical and Detail Oriented
- Photography and Videography

Education And Training

06/2023

Bachelor Of Commerce:

Marketing

Grant MacEwan Universit

Edmonton, AB

- EMCN Culinary skills training program (Intake 2- July 2023 -present)
- Certifications: First Aid, Food Safety, ProServe, Forklift.
- Clubs and Society: MacEwan Commerce Club, MacEwan Marketing Club, Botanical Club, Black Student Alliance.
- Volunteer work with Meals on Wheels
- Community Partner work with Alberta Hub, Picture This! Art gallery, and MyEngineering LTD.
- Thesis: [The need for Stronger Intersectionality in Canada's Economy]

Timi Olutayo

Summary

Data driven and Ambitious Marketing Coordinator with 4+ years of extensive experience in collecting and evaluating market trends and data, managing client databases and monitoring online marketing strategies. Possesses strong work ethic, adaptability and exceptional interpersonal skills. A Grant MacEwan University graduate offering well developed time management skills and ability to work in diverse team environments.

Experience

Home Depot - Sales Associate

Edmonton, Alberta

05/2021 - 07/2023

- Completed daily maintenance and update tasks including stocking shelves, inventory management and loss prevention to keep aisles and products clean and visible for maximum productivity.
- Worked with managers and fellow sales team members to achieve store's daily and weekly sales targets of over \$5 million every week while staying informed about 50+ new product offerings, their sales analytics and latest promotions.
- Supported Initiatives to increase customer retention and repeat purchase rates like the GET model by quickly assessing customer needs in fast paced scenarios requiring knowledge of various products, their departments and the best alternatives for customer's tasks and projects.
- Recognized as a "Gold Homer" (awarded to top 10% of performers at Home Depot) and was eligible for Success Sharing Payout after store achieved 96.5% of sales plan.

The Colombian Coffee Bar & Roastery - Marketing Coordinator Intern

Edmonton, AB

09/2020 - 12/2022

- Developed and executed on strategic marketing initiatives using activities like SEO optimization and copywriting to strengthen The Colombian's brand as a sustainable and approachable local business.
- Planned, coordinated and maintained a consistent schedule of activities and campaigns across all social media accounts in order to help support The Colombian's targeted recruitment and business development efforts.
- Provided and presented market research results , forecasts, competitive analyses, campaign results and marketing trends.
- Developed visually appealing templates, designs and presentations using Canva, Wix for internal and external business uses.
- Submitted ideas for experimental marketing programs designed to enhance and grow The Colombian's brand such as a proficient co-branding strategy.