

# Paolo Ientile

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Cell

E-Mail

Portfolio

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## Marketing Specialist (E-Mail, Digital, and Retail)

In my current and previous roles, I have improved marketing strategy and creative design, retail and online sales, in-store displays, inventory management, and trained staff, leading to increased customer satisfaction, brand image, and public perception - granting me 3 years of marketing and 5 years of retail experience.

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## WORK EXPERIENCE

### Distorted Studios • Mississauga, Ontario • Part-time Marketing Coordinator

Jan 2024 - Present

- Managed four accounts with valuations in the seven figures.
- Coordinated the marketing team to launch social media campaigns, paid advertising, and strategic planning.

### Palm Bites • Mississauga, Ontario • Full-time Marketing Specialist

Mar 2023 - Jan 2024

- Manager and designer for E-Mail marketing campaigns, leading to a 19% increase in e-mail-attributed sales.
- Managed Meta ADs with a monthly budget of \$15,000, achieving 25% better than previous company results.
- Packaging for 150+ SKUs, negotiated pricing with manufacturers, and got all products approved through GSI.

### Longos • Woodbridge, Ontario • Full-time Creative Store Displays & Produce Inventory Management

Aug 2018 - Present

- Lead for the department's price and inventory management.
- Managed closing staff, leading to improved quality control, task completion, and customer satisfaction.
- Led weekly AD changes, consisting of sign & promo management, department layout, and product displays.

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## EDUCATION

### Creative Advertising Seneca@York • GPA: 4.0 (President's Honours List)

- Gifted the ability to work for real agencies and companies for projects and assignments.
- Led creative teams and strategic teams through expansive creative briefs.
- Completed 360 AD Campaigns and received praise from professors with significant industry experience.

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## CERTIFICATIONS

Ivey at Western - Morrissette Entrepreneurship	Jul 2023
Massachusetts Institute of Technology - Becoming an Entrepreneur	Apr 2023
Google - Google ADs Display and Digital Marketing & E-commerce	Apr 2023
Stukent - Marketing Simternship & Mimic Market Research	Apr 2023
HootSuite - Marketing & Platform Certification	Nov 2022
HubSpot - Content Marketing Certification	Sep 2022
IBM Enterprise - Design Thinking Practitioner	Sep 2022

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## SKILLS

### Software

Adobe Creative Suite, Canva, Excel, Google ADs, GSI, HubSpot, Klaviyo, Mailchimp, Meta ADs Manager, Salesforce, Shopify, SymphonyRetail, Trello, Vividata, Wix

### Experience

AI Visual Design, Digital ADs Marketing, E-Mail Marketing, Graphic Design, HTML & CSS, Inventory Management, Merchandising, Package Design, Retail Displays, Social Media Management, SEO, Website Development