

Paolo Ientile

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Cell

E-Mail

Portfolio

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 6 years of retail experience.

WORK EXPERIENCE

Distorted Studios • Mississauga, Ontario • Part-time

Jan 2024 - Present

Marketing Coordinator

- Managed the marketing schedule for multiple high-tier clients.
- Coordinated the marketing team on social media campaigns, paid advertising, and strategic planning.

Palm Bites • Mississauga, Ontario • Full-time

Mar 2023 - Jan 2024

Marketing Specialist

- 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, yielding 25% better ROAS than the previous team's results.
- Packaging for 150+ SKUs, negotiated pricing with manufacturers, and got all products approved through GS1.

Longos • Woodbridge, Ontario • Full-time

Aug 2018-Present

Produce → Merchandising

- Led a DC expansion project with merchandising and category management teams.
- Responsible for the closing of the produce department and produce inventory management.
- Led weekly AD changes, consisting of sign & promo management, department layout, and product displays.

EDUCATION

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

Business Administration Guelph-Humber (Candidate)

- Was granted 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.

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

SKILLS

Software

Adobe Creative Suite, AutoCAD, Canva, Excel, Google ADs, GS1, HubSpot, Klaviyo, Mailchimp, Meta ADs Manager, Salesforce, Shopify, StoreSpace, SymphonyRetail, Trello, Vividata, Wix

Experience

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