**Mark Etting**

12-1665 Market Way, Ottawa / 613-555-8719 / mark.etting@gmail.com / [www.linkedin.com/in/marketting](http://www.linkedin.com/in/marketting)

**Key Competencies**

Website Design/SEO

Market Research

Project Management

Analytical Thinking

**Relevant Training**

Google AdWords

Google Analytics

Hootsuite

HubSpot

**Software**

Adobe InDesign

Adobe Photoshop

Apple iWork

Wix/WordPress

**Personal Traits**

Enthusiastic

Innovative

Persistent

Go-getter

Creative

**Education**

**Honours Bachelor of Commerce (Marketing)** Date  
Telfer School of Management, University of Ottawa  
- Vice President of the Telfer Marketing Association  
- Winner of the ACBCD Marketing Competition

**Community Involvement**

Telfer: Career Centre Ambassador, Peer Mentor  
Clubs: Marketing Association, Entrepreneurs’ Club  
Volunteer: Event Assistant at CHEO, Website Consultant

**Experience**

**Communications and Marketing Intern** Date  
NexView Services, Ottawa, ON

* Supported senior team members in the planning and roll-out for a multi-layered marketing campaign for 3 new programs
* Assisted in securing 5 media spots to promote services
* Demonstrated creativity and strong written communication skills while drafting web content and print material options

**Promotional Assistant** Date  
Bytown Entertainment Group, Ottawa, ON

* Helped develop marketing strategies for breakthrough artists
* Participated in personal branding meetings with clients to establish desired messaging and a plan to ensure a consistent and professional image across social media platforms
* Analyzed the websites of 10 existing clients and offered suggestions for improvement and search engine optimization

**Profile**

Solid communicator and collaborative team player with a strong academic foundation in consumer behaviour, market research, marketing strategy, and sales promotion.