
PHILLIP BERTHELOT

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PROFESSIONAL SUMMARY

A recent graduate of the honours Bachelor of Commerce, with an option in marketing at the University of Ottawa, Ontario. Dedicated and hard worker who brings passion, expertise, and knowledge to the work environment. Market-savvy and performance-driven with motivational leadership style focused on maximizing team contributions and performance.

EXPERIENCE

Freelance Videographer/Photographer, 01/2017 to Current

14 Paid Contracts

- Algonquin Puzzle Company - Video Editing
- University of Ottawa - Professional Headshots
- Figaro's Coffee House - Filming and Editing
- RE/MAX Quinte - Ariel Cinematography

Keyholder, 07/2021 to 08/2022

Freedom Mobile – Ottawa, ON

- Freedom Mobile Highest Accessory Percentage in the company at 380% - February 2022.
- Freedom Mobile Highest Commission/hour, Year-End -2021.
- Developed and managed the implement new sales techniques to exceed company sales targets.

Film and Media Director | Telfer Marketing Association (uOttawa Bus. School), (volunteer), 08/2020 to 04/2022

- Determined the best promotional strategies, tactical execution, implementation, and performance analysis.
- Launched media campaigns which grew membership by 50% from previous year.
- Re-designed Telfer Marketing Association website making it a better UI. www.telfermarketing.com

Team Leader, 04/2015 to 08/2019

McDonald's – Belleville, ON

- McDonald's **Employee of The Year** – 2015.
- Initiated program that increased Google reviews from 2 to 3.8 stars.

Belmont Nursing Home, (volunteer), 02/2016 to 02/2017

- Planned and coordinated resident activities to improve morale and build community.
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EDUCATION

Honours Bachelor of Commerce: Marketing, 2022

Telfer School of Management, University of Ottawa - Ottawa, ON

SKILLS

- Data Analysis & Analytics
 - Market Research
 - Customer Service
 - Digital Advertising (PPC & Paid Social)
 - Social Account Management (YouTube)
 - Microsoft Word, Excel, PowerPoint, and Access
 - Search Engine Optimization (SEO)
 - Social Media Marketing
 - A/B Testing, Audience Segmentation
 - Google Analytics
 - Expert Final Cut Pro Editor
 - Advanced Canva Pro
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AWARDS

- City of Belleville Volunteer of The Month - 2017.
 - Nicholson Catholic College Honour Roll
 - Highest Graduating Grade in IT - 2018.
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CERTIFICATIONS

- DELF A2 certification in French.
- SEO Certified – HubSpot Academy