

Isaac Attree

Professional Profile

- One year of marketing experience with a local start-up concrete business.
- Two years of experience operating my own small business.
- Six years of customer service experience in different settings.
- Resilient in stressful work environments, a strong public speaker, and comfortable learning new computer software quickly.
- Creative, embraces dynamic environments, and always learning new technologies.

Education

Peter B. Gustavson School of Business, University of Victoria, Victoria, British Columbia.

Bachelor of Commerce

- Expected graduation in 2020 with a **specialization in international business**.
- Studying marketing, accounting, finance, operations, human resources, economics and sustainability.
- Currently completing my fourth year of study.
- Accepted for exchange to WHU Otto Beisheim School of Management in Germany.
- Semi-finalist in the annual RBC case competition.

Camosun College, Victoria, British Columbia.

Diploma of Art's and Science (Graduated 2018)

- Represented Camosun College on a trip to the Technical University of Ingolstadt in Germany. Tasked with the project of analyzing the potential for German steel manufacturer Eloona to penetrate the Canadian market and forecasting sales.
- Two years of involvement with the Camosun DECA Business club.
- Studied finance, marketing, business management, statistics, economics, and academic writing.
- Completed first year engineering courses, which improved my understanding of computer science, physics, and mathematics.

Work Experience

Marketing and IT Manager

Island Diversified Concrete

08/2017 – 08/2018

Contact: Chris Yarrow: Owner - 778 587 5706

- Developed Microsoft Excel skills by creating spreadsheets to track the value of assets, using pivot tables, advanced formulas and functions, macros, and conditional formatting.
- Developed intuitive marketing strategies through Google, social media, radio advertising, and attending in person events that featured Island Diversified Concrete (IDC).
- Created the business plan that was used to gain a \$250,000 loan from RBC for the acquisition of property, plant, and equipment related assets.
- Practiced communication skills during team meetings with the owners of IDC and coordinating with external businesses.

- You can learn more about IDC at <http://www.idconcreteltd.ca/>

Owner and Operator

Attree Power Washing

06/2017 – Present

- Developed a comprehensive business plan based on my previous experience and research.
- Control and monitor all aspects of successful management including sales, forecasting, marketing, budgeting, service quality, and staff training.
- Successfully expanded the business and hired two employees.
- Focus on providing outstanding service in every aspect, which eventually formed the foundation of my competitive advantage in the local market.
- Proactively engage with clients and find how we can meet their individual needs, cultivate a relationship, and ultimately retain their business.
- Verified Attree Power Washing on Google and designed my own website to reach a broader consumer market.

Expeditor and Food Runner

Penny Farthing Pub & Vis à Vis

12/2017 – 03/2019

Contact: Sophie Fenlon: Executive Chef – 778 677 6490

- Maintain consistent food standards throughout all times of service by always focusing on quality control and communicating with the chef.
- Ensuring patrons are satisfied with their meal by regularly seeking feedback, and fixing mistakes when appropriate.
- Relaying customer feedback to management and implementing adjustments efficiently.
- Communicating with kitchen staff and servers to ensure orders are completed in a timely manner.

Dining Supervisor and Server

Carlton House of Oak Bay

11/2014 – 05/2016

Contact: Phillipe Couveignes: Executive Director - 250 208 7499

- Ensure that the quality of service provided by dining room staff is maintained.
- Reacting appropriately to individual requests such as last-minute reservations and dealing with problems during service.
- Took ownership of customer's concerns and handled them in a professional manner.

Volunteer Work

Victoria Epilepsy and Parkinson's Center

08/2011 – Present

- I have volunteered with the Victoria Epilepsy and Parkinson's Center for over eight years.
- I help participants get to and from their individual transportation, and the shuttle service.
- Assist the preparation of the exercise room by arranging weights, chairs, and other necessary items.

Awards

- Received the *BCIC Young Innovator's* scholarship in 2013 for the design and development of "MowGen" - an alternative energy generator.
- Earned first place in BC high school provincial 7's rugby tournament in 2012.