

NICHOLAS BUIE

Business & Marketing Professional

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 Edmonton, AB
 /nicholasbuie

EDUCATION

Masters of Global Business

University of Victoria
2013 – 2014

Bachelor of Commerce

MacEwan University
2007-2011

SKILLS

Business Strategy
Marketing Strategy
Consulting & Teaching
Social Media
Communication
Research & Analysis
Teamwork & Leadership
Cultural Sensitivity
Entrepreneurship

PROFILE

Dedicated business professional seeking new opportunities. Searching for a position where I can utilize my existing skills in a new and challenging environment. With years of demonstrated experience in marketing, management, customer service, and business strategy, I believe I would be an asset to your organization.

EXPERIENCE

Social+

Wetaskiwin, AB | Apr 2019 – Current

OWNER

Providing digital marketing consulting and social media management services in the Wetaskiwin area. Focused on helping small businesses with best practices in digital marketing and maximizing their online efforts to boost sales.

Samson Management (2009) Ltd.

Maskwacis, AB | Sep 2015 – Jan 2019

MARKETING MANAGER

As the Marketing Manager, I was head of the Marketing & IT Department. This role oversaw the marketing & IT strategies of the company and its 10 business divisions. These divisions spanned industries including: retail, fast food, agriculture, automotive repair, real estate, and more.

- Performed multiple brand refreshes – including new websites, logos, branding guidelines, social media accounts, and boosted online presence.
- Planned and coordinated a complete IT overhaul of multiple networked divisions – new ISP, wireless access points, servers, switches, and wiring.
- Spearheaded the implementation of a multi-division loyalty program; from sourcing the software, testing, implementation, staff training, and member maintenance. The program quickly grew to over 3500 members in a small community.

SOFTWARE

Photoshop

Lightroom

Wordpress

Word

Excel

Powerpoint

INTERESTS

Travelling

Camping

Playing Guitar

Live Music

Real Estate

Entrepreneurship

Investing

My Dog, Abbie

AWARDS

Young Business Person of the Year Award

Nominated (could not
attend)

*Leduc Chamber of
Commerce Business
Awards*

Jan 2019

**Most Dedicated, Most
Detailed, Most Reliable**
*Edmonton Sport &
Social Club - Season
Wrap-up Awards*

EXPERIENCE CONTINUED

- Maintained several digital profiles; including pages on Google, Facebook, LinkedIn, and TripAdvisor.
- Created and monitored department budget for each fiscal year; drafted quarterly and annual reports.

Edmonton Sport & Social Club

Edmonton, AB | Jan 2010 – Feb 2016

HEAD TRAINER/GAMES COORDINATOR (Part-Time)

Games Coordinator (GC) since 2010 and Head Trainer since 2015. I was responsible for training new GC's, evaluating all GC performance, and facility surveying. As a Games Coordinator, I:

- Managed between 40-100 adults per night.
- Collected and reported all game information; including teams, time, score, incidents, and spirit points.
- Was acknowledged for excellent work after multiple seasons.
- Maintained a great reputation with players and worked hard to keep a fun and safe environment.

Tough Stuff Promotions

Acheson, AB | May 2014 – May 2015

ACCOUNT MANAGER

Brought an academic background to a startup promotional products company. Day-to-day activities involved maintaining social media presence, attending promotional events, and facilitating customer orders from product selection to delivery.

- Created a pricing strategy balancing profit margins and cost-competitiveness with competitors.
- Identified and exploited areas of competitive advantage for increased sales – ie. golf products and workwear.

REFERENCES

Azar Kamran

CEO (Former)

Samson Mangement Ltd

+1-780-399-5150

Murray McCourt

General Manager

Tough Stuff Promotions/The
Ranch Golf & Country Club

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