

COLE EDWARDS

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INFORMATION



edwardsandcole.com



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Vancouver, British Columbia

EDUCATION

Diploma of Accounting - Currently Enrolled

BCIT

Expected Graduation: Fall 2024

Diploma of Business & Commerce

Douglas College

December 2019

Dual Dogwood High School Diploma

Pitt Meadows Secondary School

June 2015

EXPERIENCE

Marketing & Content Specialist

GreenPlanet Wholesale

Surrey, British Columbia

March 2022 - July 2022

Digital Marketing Coordinator

GreenPlanet Wholesale

Surrey, British Columbia

May 2018 - March 2022

Online Coordinator

Pacific Northwest Garden Supply

Surrey, British Columbia

Jan 2017 - May 2018

Retail Associate

Pacific Northwest Garden Supply

Surrey, British Columbia

May 2016 - Jan 2017

OBJECTIVE

I am a versatile professional with proven experience in data analysis, project management, and business communication in organizations with diverse demands and objectives. I'm currently pursuing long-term opportunities in the accounting field that enhance my professional learning and support organizational and team member goals.

SUMMARY OF QUALIFICATIONS

- Four years plus experience in an evolving marketing role that demanded creative problem-solving and leadership skills
- Proficient in a variety of high-level software, including Adobe Illustrator, Adobe Premiere Pro, Microsoft 365, and Sage 50
- Achieved the Diploma of Business & Commerce through Douglas College
- Currently enrolled in the Accounting Program at the British Columbia Institute of Technology

SKILLS HIGHLIGHTS

Data Analysis

- Developed monthly, quarterly, and yearly reports for company stakeholders using data software and sorting data manually
- Analyzed company and industry trends to provide direction on future marketing projects and campaigns
- Reviewed website analytics and actioned on results to match organizational goals and industry direction

Project Management

- Directed workload between internal teams to ensure projects and day-to-day tasks were completed on time and within parameters
- Organized product launches, industry events, and partnerships with internal and external partners
- Produced and presented budgets for marketing campaigns.
- Created and presented post-mortem reports for projects to identify successes and areas for improvement

Business Communication

- Led educational-focused meetings to present digital marketing trends and stakeholder expectations to team members
- Regularly managed engagement and customer inquiries through all online channels (social accounts, website contact forms, emails)
- Curated and organized data sheets with over 1,800 unique items used for website uploads, print projects, and other internal/external tasks
- Prepared meeting agendas, minutes and led meetings with contacts
- Designed reports for company stakeholders to identify key performance indicators in a digestible format