

Brenden Sherratt

Waterloo, Ontario Canada • Brenden@Sherratt.ca • Sherratt.ca • 519-591-0095

Professional Profile

- Ability to use creativity and outside the box thinking in order to communicate with key stakeholders at all levels of an organization
 - Excellent communication and public speaking skills developed through work at Sortable and numerous theatre productions
 - Strong leadership and project management skills
 - Hardworking with a “make it happen” attitude
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Work Experience

Sortable, Waterloo

Nov 2010 -Dec 2013

Social Media and Marketing Specialist – Team Lead

- Managed the launch and ongoing marketing efforts of 30 different products, including Sortable, Snapsort, Geekaphone, TripWhat and Rebellion Media. These sites have been featured on major tech blogs and other as national and international media
- Developed creative and cost-effective ways to engage with reporters and the public in order to promote our websites
- Monitored and tracked media mentions for our various brands, over the past year Sortable and its brands has been featured over 80 times
- Developed a detailed database of press contacts, which involved finding influential writers in different niche areas and tracked our engagement with them
- Created an ongoing marketing strategy to connect with users and grow our social media presence, which during my tenure grew from a few hundred to nearly 150,000 fans across Twitter, Facebook and Google+
- Managed and edited our corporate blog, allowing us to reach a larger audience
- Developed a content marketing strategy, in order to leverage per-existing content as well as create new content and messages to connect with our users and journalists
- Liaise with external suppliers to insure the milestones and deadlines were meet
- Assisted in the organization of recruiting events and internal team building events
- Provided leadership, training and mentorship for an ever-growing marketing team

Camp Kintail, Goderich

Summer 2009-2010

Social Media and Leader in Training Director

- Produced several promotional videos in order to connect with potential campers and their families, these videos have been viewed over 60,000 times
- Created and managed social media sites including Facebook, Twitter and YouTube, which has resulted in a decrease in marketing expense and an increase in engagement with past campers and their families
- Independently created an effective curriculum to teach 16 year olds how to become strong leaders

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Edissi Fine Arts, Kitchener

2007-2009

Manager

- Developed relationships with non-profit organizations in order to partner with them to plan and run art auctions for fundraising
- Led each organizations through the event planning process
- Created and executed marketing and advertising plans
- Worked with artist to increase their exposure
- Managed all retail operations, including sales, promotion and customer services

Volunteer Experience

A Local Riding Association of a Federal Political Party, Waterloo

2011-Present

Social Media and Outreach

- Plan and organize event to connect with votes, significantly increasing the average number of events each year and the average attendance
- Liaison with local media both inbound and outbound in order to get our message out
- Create and manage social media accounts that connects votes with the candidate

Education

Lakehead University

2010

Bachelor of Administration

- Areas of Study:
 - Marketing and Advertising
 - Communication
 - Accounting & Finance
 - Project Management
 - Business Management
 - Operations Management
 - Sales
 - Management Policy
 - Law

Conestoga College

2007

Business Administration Management Studies

- *Management Studies Leadership Award*