

Computer Skills

Adobe Creative Suite

Photoshop, Illustrator, InDesign, etc.

Email Marketing + MailChimp Expert

Design, development, and strategy.

Hand Coding CSS/HTML

CSS3/LESS/HTML5 + browser compliant code.

JavaScript / jQuery

Basic working knowledge.

Website Management

WordPress, Weebly, Google Analytics, Google Data Studio, etc.

CRO + A/B Testing

Google Tag Manager, Crazy Egg, and Optimizely.

Wireframe Prototyping

Axure RP, OmniGraffle, etc.

UI/UX Design

Using Sketch or Photoshop for creating high-fidelity designs.

Personal Traits

Fast Learner

Flexible + Adaptable

Calm Under Pressure

Organized

Good Communicator

Dedicated + Ambitious



Sean Kennedy, BBA

FULL STACK MARKETER + EMAIL EXPERT

Employment

2015 - Current | Digital Marketing Manager Mobify, Vancouver, BC

I develop, implement, track, and optimize the global digital marketing campaigns for all Mobify's digital channels. This includes display ads, SEO, CRO & A/B testing website usability, managing marketing automation & email marketing campaigns, and managing the day-to-day operations and performance of the website.

2015 - Current | Instructor - Email Marketing with MailChimp Camp Tech, Vancouver, BC

I teach a 3-hour workshop once a month to teach people how to use MailChimp for email marketing. The course covers beginner and advanced techniques depending on the experience of the students. Key teachings include CASL, segmentation, personalization, list management, and campaign development.

2015 - Current | MailChimp Expert + Email Marketing Specialist Really Good Emails, Remote

Working with a remote team from around North America, I manage the email marketing campaigns that provide inspiration and education for email marketers. I also perform testing and analyze data to make decisions about marketing strategies. Since joining the team in May 2015, we have grown our subscriber list 400%.

2013 - Current | MailChimp Expert / Web Consultant (Freelance), Sean Kennedy Web Services, Vancouver, BC

I freelance as a MailChimp Expert to help clients develop their email marketing strategies, design and develop templates, manage databases of subscriber lists, and create email campaigns. I also provide additional consulting and develop WordPress websites.

2014 - 2015 | Marketing Manager + Product Designer, Pathful (Acquired by Mobify), Vancouver, BC

Managed the execution of marketing strategies to increase leads. I was also the product designer in charge of all design aspects and decisions in the company—including design of the web application, website, marketing materials, brand, and user experience.

“He did an awesome job wearing a number of hats in marketing, design and product.

While hired primarily for marketing, he really impressed us with his design chops and product sensibilities.”

Campbell Macdonald, Co-Founder + CEO

2013 - 2014 | **Founder & CEO**
Pitch'n Solutions Inc., Vancouver, BC
Managed the everyday business and marketing of Pitch'n to grow leads and generate revenues. Successfully built partnerships with organizations such as BCSPCA, Canadian Cancer Society, and other non-profit organizations. I was also the developer behind building our initial volunteer matching website and oversaw a small team.

2012 - 2013 | **Project Manager,**
Revenue Automation, North Vancouver, BC
Managed marketing automation projects for clients such as London Drugs, Save On Foods, Overwaitea Foods, PriceSmart Foods, Cooper's Foods, Urban Fare, Envision Financial, and Valley First. This included overseeing development, performing quality control, and ensuring project budgets and deadlines were met.

2010 - 2012 | **Technical Project Manager,**
Graphically Speaking Services Inc., Vancouver, BC
Managed the development of websites for small-to-large clients by coordinating resources, overseeing budgets, creating schedules, and prioritizing tasks for design and programming teams. I was also the lead manager for e-commerce websites and later developed a division for managing small business websites using Weebly. When sales managers needed help, I worked as their sales engineer to price out projects and provide clarification on project needs and scope. Clients included The Jim Pattison Group, MarketPlace IGA, Army & Navy, The Vancouver Board of Trade, Credential, and many more.

“He’s my go-to guy when I’m looking to frame out how to approach clients with technical ideas, and in front of clients, he keeps concepts simple and to the point. Expect great work from Sean.”

Kevin Grzybowski, VP Client Development

Volunteering

2014 - 2015 | **Startup Weekend Vancouver, Vancouver, BC**
Lead Organizer

2014 | **TEDxVancouver, Vancouver, BC**
Team Lead, Email Communications

2006 - 2007 | **Okanagan Business Students Association, Kelowna, BC**
Director of Portfolio Development

Education

2009 | **Graphic & Digital Media Design Diploma,**
Centre for Arts and Technology, Kelowna, BC

2007 | **Bachelor of Business Administration Degree,**
UBC-O / Okanagan College, Kelowna, BC

Read more than 20 recommendations and discover more about me on LinkedIn!

in [linkedin.com/in/seanrkennedy](https://www.linkedin.com/in/seanrkennedy)