

Peter Brock Pearson

Brock.pearson@rocketmail.com

519-354-0901(H)

519-436-7202(C)

Chatham, ON

I'm a hardworking, energetic and creative person with the ability to learn quickly and inspire others to push themselves a little bit further. I thrive in team settings and also enjoy creating on my own. I've learned much of what I know about digital marketing from personal experience. There have been several webinars and conferences that I've attended to further my effectiveness in working with online marketing.

I look for ways to add value to whichever organization I belong.

Specialties

internet marketing, email marketing, some SEO knowledge, great with people, listening and understanding needs of customers, resolving concerns, Internet marketing strategic development, Radian6 monitoring platform, comF5 and Infusionsoft email marketing platforms, and customer service through social media.

Experience

Digital Marketing & Social Media Specialist

Capstone Financial Solutions

April 2012 – Present (6 months) 390 Commissioners Rd W. Suite 100 London ON

- Generated leads form company's social media pages.
- Designed strategic, take action posts on social channels
- Created call to action landing pages and lead capture forms
- Created a video driven email marketing plan.
- Prepared marketing videos for distribution
- Organized contact lists, created auto-responders
- Managed Contact Management System

Owner/ Internet Marketing Consultant

BlkJak Media

February 2011 – Present (1 year 8 months) Chatham, ON

- Generate leads online and through personal networking.
- Develop video email marketing campaigns and templates.
- Train new employees on the importance of branding.
- Manage client's social media channels; maintain client's brand on and off-line

Social Media Monitoring & Engagement

TekSavvy Solutions Inc.

September 2011 – April 2012 (8 months) Chatham

- Founded customer service through social media campaign(s).
- Worked through Twitter, Facebook, and Google+ to resolve customer concerns.
- Used Radian6 to monitor and engage customer's needs.
- Reported weekly to Marketing Head and C.O.O
- Created Branded Google+ Page.
- Took elements from the brand's Facebook page and created a customer engagement page for the Google+ community.
- Assisted with email marketing templates and delivery from the ComF5 and Infusionsoft platforms.
- Created several video email and social media marketing templates.
- Worked with marketing head on effective email campaign creation.

References

Warren Newcombe: warren@mobixtream.com

Marcus Paton: marcus@capstonefinancial.ca

Tina Furlan: tfurlan@teksavvy.ca