



## Summary

Productivity, connecting people, and fostering innovation motivate me. I have professional experiences in product and channel marketing, community building, and change management coupled with deep technical skills, creativity, and entrepreneurship. My approach to work is to uphold integrity, learn from everyone around me, and drive impact.

### HIGHER EDUCATION

- University of Toronto School of Continuing Studies – Foundations of Project Management (May – July 2016)
- University of Toronto – Bachelor of Commerce (BCOM) Specializing in Marketing (September 2010 – May 2015)

### TECHNICAL SKILLS AND QUALIFICATIONS

- Microsoft Certified Professional (MCP): Volume Licensing
- Microsoft Most Valuable Professional (MVP) Award 2015
- Microsoft Office, PowerBI, VBA, Adobe Creative Cloud
- C#, BASIC, PHP, HTML, CSS, JavaScript

## Leadership, Work, & Community Experience

### VOLUME LICENSING MANAGER

#### Microsoft Canada

July 2015 – Present (Full-Time)

- Accelerate commercial channel and cloud business transformation across segments. Responsible for change management to grow modern programs, retire legacy offerings, and land hero cloud products.

### OWNER AND OPERATOR

#### RustomPatel.com Design

February 2008 – Present (Contract)

- B2C digital marketing and technical services for SMB. Offer 20 services including web design and development, corporate branding solutions, SEO, and CRM solutions serving over 40 clients.

### VOLUME LICENSING PROJECT COORDINATOR

#### Microsoft Canada

September 2013 – May 2014 (Full-Time)

- Manage multi-channel cross-audience marketing, channel readiness, VL scorecard, and landing first Customer Licensing Roadshow in Canada.

### PRESIDENT

#### Undergraduate Commerce Society (UCS)

May 2013 – April 2014 (Unpaid)

- Lead team of 40 serving 1,300 Commerce students through 44 events with corporate partners. Achieved \$25K in sponsorship, 3K in-person student touches, and 12K online impressions.

### MARKETING & BUSINESS DEVELOPMENT ASSOCIATE

#### Obero Solutions Canada

May 2013 – August 2013 (Full-Time)

- Marketing project management, B2B collateral, SEO, CRM, web and digital media, CMS development, business development, UX design, and demand generation direct marketing integration.

### COMMUNICATIONS SPECIALIST

#### Living Arts Centre

January 2013 – April 2013 (Part-Time)

- Modernize digital communications and SEO. Manage CMS development, backend web development, Google analytics, and email marketing.

## Interests & Activities

### NEWS AND BLOGS

- Good.is
- Vox.com
- Polygon.com
- Gizmodo.com
- TheVerge.com
- FastCoDesign.com
- WindowsCentral.com

### RECREATION

- Yoga
- Squash
- Rowing
- Football
- Running
- Bicycling
- Weightlifting

### ONLINE

- [www.RustomPatel.com](http://www.RustomPatel.com)
- [Linkedin.com/in/RustomPatel/](https://www.linkedin.com/in/RustomPatel/)
- [Instagram.com/RustomPatel/](https://www.instagram.com/RustomPatel/)
- [@afeelallitsown](https://www.facebook.com/afeelallitsown/)

© RUSTOM PATEL

