



# Rustom Patel

## CONTACT

- 416.882.0494
- Rustom.Patel@outlook.com
- RustomPatel.com

## ONLINE

- LinkedIn**  
[LinkedIn.com/in/RustomPatel](https://www.linkedin.com/in/RustomPatel)
- Facebook**  
[FB.com/RPMultimediaDesign](https://www.facebook.com/RPMultimediaDesign)
- Instagram**  
[Instagram.com/RustomPatel](https://www.instagram.com/RustomPatel)
- Twitter**  
[@afeelallitsown](https://twitter.com/afeelallitsown)
- Skype**  
RustomP
- Xbox**  
10,000+ Gamer Score

## APPS

- Microsoft Visual Studio**  
C#, BASIC, PHP, HTML, CSS, JavaScript
- Microsoft Office**  
VBA, Word, Excel, PowerPoint, Outlook
- Adobe Creative Cloud**  
Photoshop, Illustrator, Premiere

## BOOKMARKS

- [Vox.com](https://www.vox.com)
- [TheVerge.com](https://www.theverge.com)
- [WindowsCentral.com](https://www.windowscentral.com)
- [Polygon.com](https://www.polygon.com)

## SUMMARY

<p>Mississauga, Ontario Canada</p> <p>Maps </p>	<p>University of Toronto</p> <p>Foundations of Project Management May – July 2016</p> <p>Bachelor of Commerce – Marketing Specialist September 2010 – May 2015</p> <p>Higher Education </p>
<p>Activities</p> <p>Yoga Rowing Football Bicycling Weightlifting</p> <p>Health </p>	<p>Microsoft Volume Licensing Solutions Specialist</p> <p>August 2014</p> <p>Microsoft Certified Professional (MCP) </p>
	<p>Microsoft Most Valuable Professional: PowerPoint</p> <p>April 2015</p> <p>MVP Award </p>

## WORK, LEADERSHIP, AND COMMUNITY EXPERIENCE

<p><b>Volume Licensing Manager</b></p> <p>July 2015 – Present</p> <p>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.</p> <p>Microsoft Canada </p>	<p><b>Owner and Operator</b></p> <p>February 2008 – Present</p> <p>B2C digital marketing and technical services for SMB.</p> <p>RustomPatel.com </p>
<p><b>President</b></p> <p>May 2013 – April 2014</p> <p>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.</p> <p>Undergraduate Commerce Society (UCS) </p>	<p><b>Marketing Associate</b></p> <p>May – August 2013</p> <p>SEO, CRM, CMS, demand generation, and direct marketing.</p> <p>Obero Solutions </p>

		Satya Nadella Mark Zuckerberg Elon Musk
		Influencers

