

# Rustom Patel

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



<p>Mississauga, Ontario, Canada.</p> <p>Maps</p>	<p>University of Toronto Sept 2010 – May 2015 Bachelor of Commerce Specializing in Marketing Cumulative GPA: 3.1 / 4.0</p> <p>Academics </p>	<p> <a href="#">Linkedin.com/in/RustomPatel</a>  <a href="#">FB.com/RPMultimediaDesign</a>  <a href="#">@afeelallitsown</a></p> <p>Web </p>	<p>PHP 5 HTML 5 + CSS 3 JavaScript Visual BASIC 2013 C# 2013</p> <p>Languages</p>
<p>VBA Excel Word Access Outlook</p> <p>Apps </p>	<p>Visio Project Power BI OneNote PowerPoint</p> <p>Flash Premiere Illustrator Photoshop Dreamweaver</p> <p>Me </p>	<p>Analytical Passionate Experienced Competitive Entrepreneurial</p> <p>Organized Professional Team Player Fast Learner Problem Solver</p> <p>Systems </p>	<p>Joomla PacMail WordPress SharePoint Dynamics CRM</p> <p>  </p>

## Work, Leadership, and Community Experience

<p>Owner and Operator Feb 2008 – Present</p> <p>B2C marketing, IT, SEO, CRM, business development consulting, and creative services for small to medium businesses. Offered 20 services including web design and development to over 40 clients.</p> <p>RustomPatel.com Multimedia Design </p>	<p>President May 2013 – Apr 2014</p> <p>Manage team of 42, six-figure budget, execute 44 events, and report to UofT stakeholders. Add value to UTM's Commerce program through large-scale events, workshops, and seminars with corporate partners.</p> <p>Undergraduate Commerce Society (UCS) </p>	<p>Volume Licensing Project Coordinator Sep 2013 – May 2014</p> <ul style="list-style-type: none"><li>Facilitator and operations lead for all audience licensing training and planning calendar.</li><li>Landed first Canadian Customer Licensing four-city Roadshow.</li><li>Managing Partner LSP relationships and addressing licensing needs and pain points.</li><li>Reporting on SA benefit consumption and insights.</li><li>Financial budgeting, forecasting, and reporting for volume licensing projects.</li><li>Accountable for landing scorecard metrics including two HBI launches.</li><li>Preparing reports, collateral, and resources for sales support teams.</li><li>Preparing communications for marketing channels.</li></ul> <p>Microsoft Canada </p>			
<p>Marketing Associate May – Aug 2013</p> <p>B2B promotional materials, merchandising, SEO, CRM, web and digital media, web development and management, project management, business development, brand development, and sales lead generation.</p> <p>Obero Solutions </p>	<p>Communications Specialist Jan – Apr 2013</p> <p>Digital consultation, web development, analytics, and email marketing. Designing email newsletters and press releases using Pacmail, backend development work with Joomla, and creating digital content and solutions.</p> <p>Living Arts Centre Mississauga </p>	<p>Senior Instructor Jul 2007 – Aug 2012</p> <p>Teaching, supervising, and creating courses including 3D Game Design, Web Programming, and Music production for class-sizes of 20, students aged 9 – 16. Taught gifted learners and students with learning disabilities.</p> <p>Centre for Education and Training (CET) </p>	<p>Brand Ambassador Sep 2011 – Nov 2012</p> <p>Represent different brands and connect with consumers to leverage sales. Proven salesmanship through Microsoft Windows 8 launch, Smoked by Windows Phone, and Windows 7 holiday programs.</p> <p>Mosaic Sales Solutions </p>	<p> 14 Months Corporate Experience</p>	<p> 5 Unique Industry Experience</p>

## Interests and Activities

<p>Squash Rowing Football Running Weightlifting</p> <p>Recreation</p>	<p>Vox Gizmodo TheVerge WPCentral FastCoDesign</p> <p>Bookmarks</p>	<p>Marketing Psychology Accounting Management Corporate Finance</p> <p>Courses </p>	<p>Strategy Statistics Linear Algebra Economic Theory Information Systems</p> <p> Design</p>	
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References available upon request.