


Michel Pierre-Louis

Young professional cumulating more than 5 years of experience in marketing projects and event planning.

With an atypical profile, I can lead most of the different stages of any website project or a marketing campaign.

Autodidact and autonomous, I remain on the lookout for best practices and tools regularly ( is my fave <3).

I am currently preparing to take the MS Exam 98-382: Introduction to Programming Using JavaScript.

EXPERIENCES

Marketing Designer and Events Coordinator

SCIREQ Scientific Respiratory Equipment Inc.

Permanent Full-time | Nov 2019 – Jul 2021

Montreal, Quebec

- Manage logistics and promotional content of trade shows (exhibitor listings, shipping demo equipment, design booth backdrop, promotional items, hotels, flights, etc.)
- Lead the development of consistent brand identity across all channels, touchpoints, and markets.
- Perform regular Web audits to ensure final execution is according to original design and monthly goals.
- Assist in the development and implementation of user funnels and CRM management (Hubspot).
- Act as point of contact for external agencies or suppliers to manage files, budget tracking, and workload.

Marketing Coordinator

BSH Home Appliances Corporation – North America

Contract Full-time | Jan 2018 – Jan 2019

Montreal, Quebec

- Support the design and creation of visual marketing content.
- Participate in the development of training programs and ensure the smooth running of activities.
- Update and maintain a CRM database (Salesforce).
- Develop presentations and design infographic layouts according to marketing needs.
- Plan and execute marketing campaigns for product launches, new applications, and member training.
- Respond to inquiries received by phone or email.



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LANGUAGES



CERTIFICATIONS

2019

Google Design Sprint
Masterclass

A&J Smart

2015

Tennis Coach Instructor 1
Tennis Canada

Marketing and Design Assistant

World Design Summit – Montreal 2017

Contract Full-time | Jun 2017 – Dec 2017

Montreal, Quebec

- Collect, analyze, and summarize data in support of brand development.
- Develop and implement advertising campaigns for web and print media.
- Assemble and develop documents, creative briefs, and reports for internal, external, or partner teams.
- Support internal teams in the organization and coordination of marketing events.
- Engage internal departments to help solve customer problems.
- Update website, mobile app, and social media imagery.

Administrative and Activities Coordinator

Académie de Tennis du Sud-Ouest de Montréal (ATSOM)

Permanent Full-time | Jan 2013 – Jan 2015

Montreal, Quebec

- Develop and plan the season of group lessons, leagues and partner events.
- Set the bases for the marketing and communication strategy.
- Follow up on budget and prepare the financial reports for the Board of Directors and local federations.
- Recruit, train, motivate, and supervise staff and volunteers.
- Take care of the management of human, material, and financial resources.
- Manage the online registration of participants for all the yearly activities.
- Monitor and evaluate the overall season and make the necessary requests to local municipal officials.

VOLUNTEER

Account Manager – Marketing Administrator

La Fondation Tour du Chapeau / The Hat Trick Foundation

Volunteer Full-time | Jan 2018 – Jan 2019

Montreal, Quebec

- Built a new marketing strategy and digital platform to support all special activities as well as the main mission of the foundation.

EDUCATION

2021

Professional Certificate

Google UX Design

Coursera

2016

AEC

Graphic Design

Collège Salette

2014

DEC

International Commerce

Champlain Regional College

SOFTWARE SKILLS

Adobe



Web Dev



Marketing/ERP



UX/UI



Project Management

