

JON HIGGINS

Marketing • Media

EMPLOYABLE SKILLS

In order to create excellent marketing campaigns and promotional events, I have demonstrated, both individually and collectively, the ability to perform above and beyond client expectations in complex and dynamic business situations. Driven to succeed and motivated to learn new skills by accepting new challenges. Proven time management, organizational, time management, multitasking, and customer service skills, Effective communicator with excellent leadership and interpersonal skills who also has the ability to thrive in a multicultural environment. Proficient in MS Office, Internet search engines, and various technological software and hardware devices.

WORK EXPERIENCE

SIMSALABIM – **ASSISTANT NETWORK ADMINISTRATOR** - LONDON, ON – NOV. 2012 – FEB. 2013

- Updated and maintained Facebook, Youtube videos, and Twitter channel

BARKING HILL FARM & KENNEL- **ADVERTISING EXECUTIVE** - EXETER, ON – MAR. 2012

- Member of three person Google Adwords (online marketing) team that spent 21 days on campaign
- Dramatically increased traffic to website
- Increased business by 32%

NEVERPAYRETAIL.CA - **ADVERTISING EXECUTIVE** – LONDON, ON – JUN. 2010 – SEPT 2010

- Responsible for selling advertising space on website
- Increased sales by 5%
- Increased website viewers and subscribers
- Created branding and media strategy for company

SOULFULENCOUNTERS.COM - **MARKETING /ADVERTISING DIRECTOR**- LONDON, ON – SEPT. 2009 – MAR 2010

- Responsible for selling advertising space on website
- Increased website viewers and subscribers
- Created branding and media strategy for company

STREAM GLOBAL SERVICES - **SUPPORT PROFESSIONAL**- LONDON, ON – NOV. 2005 – MAR 2006

- Provided technical customer support via phone to Comcast Internet subscribers
- Sold Internet updates to Comcast customers
- Received much praise for superior customer service

3M CANADA – **REGULATORY SERVICES** – LONDON, ON - JUN. 2005 – SEPT. 2005

- Maintained a MSDS (Material Safety Data Sheets) database for Regulatory Services division
- Created webpage for Regulatory Services division
- Updated a database for Payroll
- Volunteered for Diversity Committee

EDUCATION

- RYERSON UNIVERSITY – MFA – **DOCUMENTARY MEDIA** – TORONTO, ON – SEPT. 2013 - PRESENT
- FANSHAW COLLEGE – **CERTIFICATE IN MARKETING MANAGEMENT** - LONDON, ON - 2012
- UNIVERSITY OF WESTERN ONTARIO – **BA - Creative Writing**- LONDON, ON - 2011
- SHERIDAN COLLEGE - **Certificate in Advanced Television and Film** - OAKVILLE, ON - 2007
- UNIVERSITY OF WESTERN ONTARIO - **COMBINED HONOURS BA - Film Studies and Media Information and Technoculture** - LONDON, ON – 2005

JOURNALISTIC EXPERIENCE

- THE BEAT –**ENTERTAINMENT WRITER** – London, ON - May 2010 –Sept. 2010
- GOODLIFE MAGAZINE - **FREELANCE WRITER** - LONDON, ON – 2010 (WINTER EDITION)
- LONDON FREE PRESS - **FREELANCE WRITER** – LONDON, ON - Jun 1, 2002, Jun 6, 2006, Apr. 2009
- MIDDLESEX BANNER - **FILM CRITIC** – ALISA CRAIG, ON – AUG. 1999 – AUG. 2008

FILMOGRAPHY

INDEPENDENT FILMMAKER - LONDON, ON – SEPT. 2008 - PRESENT

- Received 2011 Marie Smibert Writing Program Student Achievement Award for feature-length screenplay
- Recipient of 2008 Filmmaker Assistance Program grant
<http://www.youtube.com/watch?v=m17Je7buB0U&feature=youtu.be>
- Received Best Documentary award at the 2005 UWO Film Festival
- Client of WL SP Literary Agency Inc. located in Los Angeles, California

VOLUNTEER EXPERIENCE

ASSISTANT - HUTTON HOUSE - LONDON, ON - July 2011 – Aug. 2011

TEACHER - HUTTON HOUSE – TEACHER - LONDON, ON - Sept. 2008 - Jan. 2010