

# Patrick Clarke

## Digital Marketer

### EXPERIENCE

#### Senior Server | Lee Restaurant

June 2016 - June 2022, TORONTO, ON

- Provided unique fine dining experience, sometimes for VIP guests and celebrities with Chef Susur Lee
- Understood the needs of my colleagues so I that I was able to inspire and lead an extremely efficient service team

#### Fine Dining Server | Vibo

May 2019 - 2021, TORONTO, ON

- Had the opportunity to be part of a traditional fine dining experience for a long standing Italian community in Etobicoke
- Facilitated exceptional service for small groups and large banquet style gatherings by working in a highly coordinated team

#### Marketing Specialist | Haiti Healthcare on the Horizon

JAN 2014 - present, TORONTO, ON

- Assisted in redesign of NGO website for the purpose of a better user experience
- Made recommendations on functionality of website to improve overall authority
- Conducted keyword research to implement throughout website pages

### EDUCATION

#### BrainStation | Diploma Candidate, Digital Marketing

July 2022 - Sept 2022, TORONTO, ON

#### York University | Communication & Media Studies

June 2021 - Present TORONTO, ON

### PROJECTS

#### WNBA Industry Project

Sept 2022 Brainstation Hackathon

A cross disciplinary hackathon with the WNBA. Teamed up with UX designers, Data scientists and Web developers to solve their problem statement in 24 hours. I designed a campaign called "Know Your Player" and it leveraged basketball players as influencers and utilized paid and organic social media. I also collaborated with the UX team to design a sharing function within the app

#### HeyOrca Capstone

July- Sept 2022 Brainstation

Designed a campaign to position a B2B SaaS as "the ultimate tool for the start up space." I began by conducting an interview with the HeyOrca marketing team followed by weeks of research. It was based around long form content that would generate awareness through their loud competition. It also utilized paid search, social media and an email drip campaign that inspired prospects to sign up for HeyOrcas free trial.

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### SKILLS

Google Analytics  
Google Adwords  
Google Data Studio  
SEM  
Email Marketing  
Webflow  
Figma

### PROFILE

Previously, I was a server in fine dining restaurants. On the guest facing side, I was marketing a luxury experience. However internally, it was the business of understanding what people need to feel motivated and inspired to function as an effective team. As I grew in the industry I have learned how to lead people in a persuasive yet inspiring way.

Since beginning my studies in Communications, I have learned how audiences are affected by media; about their reactions and behaviors. Marketing for me has been a different approach to the same equation. It has taught me how I can use the media to inspire and lead people to a solution. I plan eventually to work with companies that are focused on closing the digital divide specifically in the northern communities of Canada.