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# KERRY SEDRAN

MARKETING STRATEGIST, BRAND BUILDER, CONTENT CREATOR, & VENTURE ENTHUSIAST

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## EDUCATION

TECHNICAL DIPLOMA:  
DESIGN GRAPHICS  
TECHNOLOGY FROM  
APPLIED MULTIMEDIA  
TRAINING CENTRE

CALGARY, CANADA

## COMPETENCIES

ART DIRECTION & DESIGN

CORPORATE BRAND  
STANDARDS

CUSTOMER SERVICE

RECRUITMENT & TRAINING

EVENT COORDINATION

PROJECT MANAGEMENT

EMAIL MARKETING

SOCIAL MEDIA MARKETING

CONTENT CREATION

IDENTIFICATION OF  
TECHNICAL SOLUTIONS

Experienced and versatile creative professional with demonstrated proficiency across various entrepreneurial and internal marketing roles. Recognized for the ability to quickly conceive brands, resulting in a cohesive and impactful market presence. Excels in juggling multiple projects concurrently within fast-paced, deadline-oriented environments. Ability to assimilate and implement new technologies fast, and adept at navigating sophisticated organizational frameworks.

Fervent and innovative team player known for building strong and productive relationships. Highly adaptable to take on hybrid roles in marketing management and operational development. When the opportunity arises, I am a master parallel parker!

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## PROFESSIONAL EXPERIENCE

### BRAND MANAGEMENT SPECIALIST AND MARKETING STRATEGIST

CONSULTANT | CALGARY, AB | VICTORIA, BC | NAYARIT, MX | 2002 - PRESENT

- Crafted, implemented, and executed customized marketing strategies from conceptualization to successful launch for a diverse portfolio of over 75 clients.
- Partnered with stakeholders across diverse industries (including service providers: professional coaches, property rentals & product producers, water systems & more) to understand their unique requirements and goals.
- Collaborated with clients to conceive vision and build their brand while consistently meeting deadline and budget requirements.
- Managed a dynamic network of freelance designers, vendors, and consultants to ensure seamless collaboration and project execution.
- Leveraged a diverse array of cutting-edge technologies and services to effectively fulfill the marketing requirements for all clients.

### RECRUITER

TECHBENT & WILDPLAY | CALGARY, AB & VICTORIA, BC | 2023

### MARKETING LEAD

AXYS TECHNOLOGIES | SIDNEY, BC | 2018 - 2019

- Spearheaded all marketing initiatives and sales support - as the sole corporate marketer.
- Refreshed and updated the overall AXYS corporate market presence.
- Supported the sales team with inbound lead generation and member management.
- Oversaw the management of RFP's, corporate memberships, and the strategic planning for special projects with meticulous attention to detail and efficiency.
- Planned and coordinated conferences and trade shows for the sales team.

## KEY SOFTWARE

### MICROSOFT 365

CRM: DYNAMICS CRM,  
SALESFORCE & HUBSPOT

### GOOGLE BUSINESS SUITE

ADOBE CREATIVE CLOUD &  
CANVA

EMAIL MARKETING CLIENTS:  
VERTICAL RESPONSE, MAIL  
CHIMP, CLICKDIMENSIONS,  
WIX, CONSTANT CONTACT

ALL MAJOR SOCIAL MEDIA  
CLIENTS INCLUDING  
HOOTSUITE

CMS: WIX, WORDPRESS,  
MARQUI, SQUARE SPACE

VARIOUS DEVELOPMENT  
TOOLS

## STREET CRED

OVER 15 YEARS EXPERIENCE  
WITH THE INTERNET OF  
THINGS

FOSTERED STRATEGIC  
ALLIANCES WITH OVER 75  
BRANDS, VISIONARY  
ENTREPRENEURS, AND  
BURGEONING START-UPS TO  
CATALYZE THEIR GROWTH  
TRAJECTORIES

AI ADDICT - CONTINUALLY  
SEEKING WAYS TO WORK  
SMARTER AND FASTER

## PROFESSIONAL EXPERIENCE (CONTINUED)

### MARKETING SPECIALIST

NEOSYSTEMS | CALGARY, AB | 2016 - 2018

Develop, manage, and execute a clearly defined marketing and communications plan for both NeoSystems corporate brand and its industry-leading QHSE solution ITRAK.

- Partnered with Microsoft to launch and showcase ITRAK in the AppSource marketing channel.
- Refreshed and evolved the NeoSystems and ITRAK brand including, but not limited to: content strategy and copywriting, website relaunch, and rebrand to print and trade show materials.
- Built out full-funnel strategies, including LinkedIn business campaigns, website-gated content, and lead generation.
- Conducted customer interviews and extracted relevant information to create marketing case studies showcasing ITRAK, a health and safety platform, resulting in a 75-85% reduction in incidences.

### OWNER, OPERATOR, CURATOR

4CATS ART STUDIO | CALGARY, AB | 2012 - 2016

- Fostered artists' creative thinking process' to express themselves through many different fine art mediums.
- Maintained studio to ever-changing franchise brand standards.
- Spearheaded all day-to-day operations including, but not limited to: curating art classes, recruiting, training, accounting, grassroots & corporate-driven marketing initiatives, scheduling, and inventory control.
- Led employees with high standards of customer service and integrity within a fast-paced environment.
- Managed setup and maintenance of the studio, POS system, scheduling system, and all other services required to run the business.

### SR WEB DESIGNER

SOLIUM CAPITAL | CALGARY, AB | 1999 - 2007

- Internal position created to replace a web/marketing firm, resulting in saving the company over \$10,000 per month.
- Collaborated with the marketing and software development teams to establish consistent standards in relation to an evolving brand.
- Conceptualized and executed comprehensive print, web and branding initiatives across various departments including marketing communications, direct marketing, public relations, software development and sales.
- Led a dynamic team of freelance designers, vendors and consultants ensuring all marketing adhered to the Solium brand.
- Championed a vibrant corporate culture by orchestrating internal communications, fostering team-building events, and curating engaging content for the corporate intranet.