

# Sean Cornelius

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## CERTIFICATIONS & SKILLS

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- Certifications: Facebook Certified Digital Marketing Associate, Salesforce Administrator Certified Professional, Google IQ Certification
- Skills: CRMs (various), Microsoft Office Suite, GSuite, WordPress, Webflow, Adobe Creative Cloud, Figma, Deltek, HTML, Java, Swift.

## PROFESSIONAL WORKING EXPERIENCE

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**SWC** London, Canada | Waterloo, Canada | Toronto, Canada  
*Marketing Consultant* June 2018 – Present

- Specialization in content marketing, digital marketing/optimization, consumer experience design, brand management and strategy.
- Select current and former clients includes: ZARA, IAG, Pfizer, UWO, GoFogIt, Wilfrid Laurier University, Facebook and TD Bank Group.
- Personal portfolio ROI average of 540% and currently actively managing digital advertising investments of ~\$900,000/year.

**A Small-Sized Business VoIP Phone Provider** (Left for personal reasons; unprofessional conduct by a manager) Ontario, Canada  
*Manager, Marketing & Business Strategy* May 2020 – July 2020

- Directly managed the overall strategy, development and implantation of all marketing and lead generation campaigns.
- Primarily responsible for overseeing a \$500,000 annual budget and related marketing/sales activities and team members.
- Quickly grew sales pipeline from \$2.5 million ACV to over \$7 million ACV within length of employment (~280% growth).

**sagecomm** London, Canada | Waterloo, Canada  
*Digital Marketing Coordinator* June 2019 – January 2020

- Helped to design, launch and manage several successful campaigns; primarily focusing on digital strategy, brand and MROI campaigns.
- Major clients included: YMCA (various Canada/USA branches), Cambrian College and Middlesex-London Health Unit.
- Managed the agency's portfolio digital advertising budget of \$60,000 on platforms such as Facebook, Google, Bing and Tinder.

**Amazon** Toronto, Canada | Dublin, Ireland  
*Content & Consumer Experience Design Specialist, Consumer Products* September 2018 – June 2019

- Lead the implementation of content and experiential marketing efforts for select enterprise vendors in Canada and in the EU (Ireland).
- Helped to develop and launch the 2018 "Can You Feel It?" Christmas campaign in Canada; coordinated efforts with other teams/offices.
- Collaborated with colleagues to develop new best-practises to be shared with other offices and marketing teams internally.

**Contend Social (Acquired)** London, Canada | Toronto, Canada  
*Chief Executive Officer & Co-Founder* March 2016 – June 2018

- Built an amazing staff of 32 talented team members, 50,000+ press partner relationships, 35,000+ freelance creative talent supporting 127 client accounts; helping clients publish content and deliver campaigns to a total audience of 120+ million people globally.
- Personally responsible for \$5 million accounts and the delivery of projects and account management; agency portfolio ROI ~ 800%.
- Clients included: TD Bank Group, ZARA, jetBlue, Valsoft Corp., University of Western Ontario, BOOM Aerospace, DriveTime.

## EDUCATION

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**Wilfrid Laurier University** Waterloo, Canada  
Hon. Bachelors of Business Administration, Double Major in Law/Legal Studies September 2019 – Present

- Current cumulative GPA: 11.00/12.0 (3.9/4.0)
- Lieutenant Governor's Community Volunteer Award, Laurier Entrance Scholarship

## EXTRACURRICULAR ACTIVITIES & VOLUNTEERING

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**ONERUN for Cancer** London, Canada  
*Lead, Technical & Donor Support (Previously Marketing & Donor Experience Manager/Coordinator)* April 2017 – Present

- Responsible for the strategy, development and management of marketing, donor support and digital efforts for each project.
- Organically grew social media following from 3,500 to 17,800 during the 2019 campaign (8 month long campaign).
- Increased online donation transactions by 83% year-over-year between 2017 and 2019 (\$274,490 donated in two years).

**JDCC Laurier** Waterloo, Canada  
*Marketing Case Team Competitor* June 2020 – Present

- Weekly practises to solve business problems using pre-researched knowledge and decision modelling in under three hours.
- Developed soft and hard skills during practises beyond marketing including, technical skills, finance, strategy and customer mapping.
- Facilitated first-year mentorship of Consulting Case project support and review of presentation and strategy recommendations.

## AWARDS & INTERESTS

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- **Awards:** Lieutenant Governor's Community Volunteer Award, HP BU111 Consulting Competition Finalist (placed 4th out of over 250 teams), EY Youth Top 100 (ranked 29th), Lazaridis Student's Society Rising Star award, IKEA Sustainability Challenge Semi-Finalist.
- **Interests:** Marathon running/training, mentorship, aviation/travel, cooking and health/wellness, LGBTQ+ issues, proficiency in Gaelic and French, passionate about entrepreneurship, research and industry news, ice hockey, exploring cultures, technology, frisbee.