

Michael Ruffolo

michaelruffolo.com · 519 995 1753 · michaelaruffolo@gmail.com

SUMMARY

- Passionate about entertainment, technology, marketing, and the intersection of all three
- Proven ability to manipulate large data sets to create consumer insights, trends, and reach business goals
- Extensively collaborated across disciplines and business units to achieve goals and deliver results
- Developed and lead marketing plans and implemented outlined leadership's goals and priorities

RELATED EXPERIENCE

Marketing Consultant December 2016 – June 2017

Saint John Sea Dogs - Saint John, NB

- Worked with the leadership team to determine how an investment in video games could build the brand
- Created a brand, Sea Dogs Bonus Level, targeted at Millennials and Gen Z with a detailed implementation for launch September 2017

Esport and Influencer Talent Manager August 2016 – December 2016

Huxley Group – Toronto, ON

- Created a talent management company focusing on upcoming esport athletes and video game related entertainers
- Managed a team of graphic designers and video editors to produce YouTube videos, social media content, and organized stream schedules for talent and sponsorship for their content

Student Consultant August 2015 – December 2015

Wasserman – Toronto, ON

- Performed a whitespace analysis on the industry to determine new and untapped markets that Wasserman and its major competitors had not yet entered
- Surveyed the Canadian Open for actionable improvements and touchpoints to improve sponsor awareness and fan experience

APEX Consultant October 2014 – August 2015

Crayola Canada – Toronto, ON

- Led a team of MBA students to complete a strategic audit of Crayola Canada's operations and implemented an online strategy to ensure Amazon.ca was fully stocked yearlong
- Developed a summer student program for brick and mortar retailers implemented nationwide summer 2017

Marketing Manager May 2013 – July 2016

Windsor International Film Festival (WIFF) - Windsor, ON

- Developed an integrated marketing campaign with a budget of \$40,000 that grew the festival from 5 days and 9,000 tickets to 10 days and over 17,000 tickets sold
- Worked with sponsors and partners to create promotional spaces throughout the city, developed social media identities with record growth, and implement an ecommerce program which represented 1/3 of all ticket sales

EDUCATION

Master of Business Administration June 2016

Odette School of Business, University of Windsor, Windsor, ON

Bachelor of Commerce (Honours) Business Administration August 2013

Odette School of Business, University of Windsor, Windsor, ON