

Richard Plant

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PROFILE

A highly motivated and results-driven fifth year Asper student, with a strong work ethic currently pursuing a Bachelor of Commerce (Honours) degree. Proven track record of exceeding expectations through advanced leadership skills, demonstrated by high performance athletics, academic pursuits, and many years of high-quality industry work. Developed effective time management with the ability to succeed under pressure in demanding, fast-paced situations. A competent team player with strengthened knowledge in communication, collaboration, and strategic thinking, while demonstrating excellence in meeting deadlines for many project management tasks. Able to build strong relationships and make a meaningful impact in any organization.

EDUCATION & SCHOLARSHIPS

Bachelor of Commerce (Honours) Program

September 2019 - Present

Asper Business School, University of Manitoba

- GPA: 3.75 / 4.50
- Recipient, Jon Sigurdsson Chapter IODE Scholarship 2023
- Recipient, Enterprise Rent-A-Car Foundation Scholarship 2021
- Recipient, University of Manitoba Centennial Entrance Scholarship 2019
- Recipient, Dean's Honour Roll 2019, 2020, 2021, 2022, 2023

High School Diploma (Honours)

June 2019

Grant Park High School

- Recipient, Subject Merit Award French 40S 2019
- Recipient, Honour Roll 2015, 2016, 2019

WORK EXPERIENCE

Marketing Manager

August - December 2023

Zerrow Studios

- Executed digital marketing strategies, driving a 40% increase in brand visibility and engagement
- Developed compelling content aligned with sales objectives, using Google, Facebook and LinkedIn ads
- Conducted analysis of key performance indicators, refining email campaigns for optimal performance

Creative Writing Specialist

March - December 2023

Beyond Referrals

- Assessed market research and financial analysis to develop comprehensive business plans for startups
- Designed and executed creative content strategies, resulting in a 25% increase in website engagement
- Administered thorough research and evaluations to understand target audiences and industry trends

Media Relations (Co-op Work Term Three)

January - August 2023

Ethical Digital

- Established and maintained collective partnerships with consumer, employee, and public interest groups
- Wrote press releases and prepared information for the media to promote clients accomplishments
- Planned and directed the development of programs to maintain favourable public and stakeholder views

Advertising Coordinator

July 2022 - April 2023

The Manitoban

- Implemented marketing and advertising campaigns by assembling and analyzing sales forecasts
- Secured new and recurring clients for both web and print editions of the paper, 30% increase
- Monitored sales data and promotional materials inventory, maintaining databases and quarterly reports

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Purchasing Services Consultant

May - August 2022

University of Manitoba - Financial Services

- Developed competitive bidding documents including request for proposals and request for tenders
- Prepared bid waiver requests by assessing applicability of exemption clauses with trade legislation
- Opened, amended, purchased, and closed contracts in the EPIC e-procurement and Banner ERP system

IT Service Request Analyst (Co-op Work Term Two)

January - May 2022

IG Wealth Management

- Processed invoices for vendor payments and submit requests to route to appropriate fulfillment teams
- Authored and distributed communication announcements for new staff and staff/contractor departures
- Monitored escalation mailbox and assist in escalating requests to support teams for expedited resolution

Project Coordinator

September 2021 - March 2022

Manitoba Chambers of Commerce

- Created a detailed work plan and coordinated the implementation of MMDF's Project Accelerator event
- Constructed a project expenditures plan for the event and assisted with managing the project budget
- Developed branding and marketing materials and worked with the project partners to promote the event

Market Validation Specialist (Co-op Work Term One)

May - September 2021

NextGen Environmental Inc.

- Assessed market size through conducting secondary research and established target market
- Conducted customer validation through crating and publishing mass survey and email campaigns
- Assisted in the launch of their website and app launch, through analyzing key trends and brand strategies

PROFESSIONAL AND ACADEMIC LEADERSHIP ACTIVITIES

Embrace Skin Clinic Ltd., involved as a digital marketing advisor

September 2023 - Present

RuffMutts Inc., involved as a digital marketing advisor

August 2023 - Present

Riipen's Level Up Program; involved as a student

May 2022 - Present

Venture For Canada's Intrapreneurship Program; involved as a student

May 2022 - Present

ASCA's Mentorship Program; involved as a mentor and mentee

September 2020 - Present

Asper Mentorship Program; involved as a mentor and mentee

September 2019 - Present

VOLUNTEERING

Deputy Returning Officer

September 2021 - Present

Elections Canada

- Manage the election process while ensuring compliance with federal and provincial electoral regulations
- Maintain meticulous record and conducted precise vote counts, upholding accuracy and credibility

Media Coordinator

October 2016 - Present

Encore The Band Winnipeg

- Co-coordinate end-to-end logistics for diverse company events, ensuring seamless execution
- Design, edit, and implement engaging social media strategies to align with the business' goals through using an array of platforms; Instagram, Facebook, Twitter, Snapchat, YouTube, and TikTok
- Monitor the company website, eCommerce platform, SEO, and web traffic metrics and analytics