

JOHN QUEBEC

INTERACTIVE STRATEGIST

AND ACCOUNT EXECUTIVE

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WHO I AM

CONCEPTUAL INTERACTIVE
WONK WHO THRIVES ON A
LITTLE PRESSURE AND A TOUGH
MARKETING CHALLENGE.
FROM THE STRATEGIC APPROACH
TO THE LAST CHANGE ORDER,
I'M A PASSIONATE ADVOCATE
FOR MY CLIENT AND THEIR
CUSTOMER. FLUENT
COMMUNICATOR IN ENGLISH,
FRENCH AND SOCIAL MEDIA.

WHERE I'VE WORKED

Fjord Interactive/Cossette Communications Account Executive

- Clients: Bell Canada, GM, Coke, Mentos, Canada Post, Six Flags
- + Developer of strategic approaches and marketing plans
- + Presenter of ideas
- + Manager of projects and teams
- + Advocate for both the client and the agency
- + Writer of meaningful creative briefs
- + Master of details

++ 2007 - present

MedPlan Communications Project Manager

- + Co-creator of marketing plans and metrics
- + Owner of production schedules and tools
- + Translator of strategies and changes
- + Ensurer of quality and communication

++ 2006

Future Electronics Product Specialist

- + Pricer of products
- + Planner of promotions
- + Supporter of key teams
- + Negotiator of prices and timelines

++ 2004 - 2006

WHAT I STUDIED

Concordia University
John Molson School of Business
Bachelor of Commerce in Marketing

++ 2004

John Abbott College
DEC in Pure and Applied Sciences

++ 2000

HOW I STAY FRESH

MARKETING

CONSULTANT FOR
LOFTART LAUNCH

MUSIC

PERFORMER, COMPOSER,
PRODUCER

CONVERSATION

ONLINE COMMUNITY
EVANGELIST

