

# OWEN LAFFEY

owen.laffey52@gmail.com | (416)888-4877 | [www.linkedin.com/in/owen-laffey](http://www.linkedin.com/in/owen-laffey)

Motivated and resourceful team player with exceptional attention to detail seeking to utilize communication and leadership skills in a marketing capacity

## EDUCATION/AWARDS

<b>Rochester Institute of Technology</b> , Rochester NY	Fall 2023 - Present
<ul style="list-style-type: none"><li>MBA – Masters of Business Administration Candidate</li></ul>	
<b>Nazareth University</b> , Rochester NY	2019 - 2023
<ul style="list-style-type: none"><li>Bachelor of Science – Business Management</li><li>Minors – Digital Marketing, Communications</li><li>Dean’s List – 2021, 2022, 2023 Academic years</li><li>Member of Men’s Lacrosse team</li></ul>	
<b>St. Andrews College</b> , Aurora, ON	2015-2019
<ul style="list-style-type: none"><li>High School Diploma, Andean Diploma with Honours</li><li>Recognized as an Academic Merit Scholar and Ontario Scholar</li></ul>	

## SKILLS

### Certifications

- Google Analytics Individual Qualification
- Google Ads Search Certification
- Google Ads Display Certification

### Technology

- Pardot, Minitab, Google Suite, R Studio
- Adobe Premiere Pro, Photoshop and Canva
- Instagram, Twitter, LinkedIn, Tiktok

## EXPERIENCE

<b>Sponsorship Intern - Canlan Sports</b> , North York, ON	Summer 2023
<ul style="list-style-type: none"><li>Presented success-driven results to clients, collaborating with cross-functional teams to successfully launch brand activation events for Sherwood Hockey, Gatorade, and other partners throughout elite tournaments.</li><li>Collaborated with team members to develop and refine client deliverables, including conducting targeted consumer reports, unique in-field research, and event analysis.</li><li>Created and integrated event reports for campaign evaluation, ensuring organizational and promotional goals were met while improving sponsorship marketing strategy.</li></ul>	
<b>Marketing Intern - Casa Italiana - Nazareth College</b> , Rochester, NY	Fall, 2022- Spring 2023
<ul style="list-style-type: none"><li>Successfully launched social media platforms to drive and create student engagement around campus.</li><li>Streamlined website content to ensure a consistent brand message and user experience</li></ul>	
<b>Marketing Intern - Pro-Vigil</b> , San Antonio, TX	Summer, 2022
<ul style="list-style-type: none"><li>Supporting the VP of Marketing with routine responsibilities, analyzing performance metrics, and generating material for existing and potential customers.</li><li>Spearheaded a comprehensive Website, Social Media, and Lead Scoring Audit for Pro-Vigil, resulting in actionable insights to help improve online presence and lead conversion rates.</li><li>Project-oriented role focused on maximizing learning experiences across all marketing functions, provided lead-based marketing support for our sales team</li></ul>	
<b>Office Assistant- Boland Romaine LLP</b> , Aurora, ON	Summer, 2020
<ul style="list-style-type: none"><li>Gained work experience in a busy corporate law office, developing communication and problem-solving skills.</li><li>Assisted a partner with daily office tasks such as scanning, filing, and organizing various documents while maintaining COVID protocols during the pandemic.</li></ul>	

## INVOLVEMENT

<ul style="list-style-type: none"><li>NCAA Lacrosse Player, Nazareth College</li></ul>	2019–2023
<ul style="list-style-type: none"><li>McEwen Leadership Program- an experiential business leadership program</li></ul>	2017-2019
<ul style="list-style-type: none"><li>Army Cadent Service Medal-148 Highlander Cadent</li></ul>	2015-2019
<ul style="list-style-type: none"><li>Recipient of the Tilston Award and Errington Award</li></ul>	2015-2019
<ul style="list-style-type: none"><li>AAA Hockey</li></ul>	2010-2019
<ul style="list-style-type: none"><li>Community Service (380 hours) for organizations including York Region District School Board, National Training Rinks, Town of Aurora, Richmond Hill Coyotes</li></ul>	