

CONTACT

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[LINKEDIN](#) | [CALENDLY](#)

EDUCATION

2024 - PRESENT
HUMBER POLYTECHNIC

- Postgrad- Advertising - Account Management

2018 - 2023
WESTERN UNIVERSITY

- Bachelor of Arts - Media, Information, Technoculture

SKILLS

- Account Management
- Project Management
- Proactive Thinking
- Market / Brand Research
- Creative Pitching
- Communication
- Programs: Office, Adobe Suite, Canva, Mailchimp

LANGUAGES

- English, Cantonese

BRANDON CHAU

ACCOUNT MANAGEMENT

PROFILE

After earning my BA in Media from Western University, I developed strong research skills. My role as Community Coordinator at the Markham Arts Council was a pivotal experience, where I strengthened my relationship-building abilities. Pursuing a Post-Graduate Advertising program further refined my expertise, preparing me to apply these skills in account management roles within an agency setting.

PROJECTS

- **MACEL Studio - Toronto, ON** DEC 2024 - PRESENT
Volunteer Strategist
 - Initiated a competitive analysis on the state of luxury fashion in Toronto and current key players to inform brand direction of MACEL.
 - Helping client establish brand values, story, and target audience to inform future campaigns and marketing.
- **Live Humber Pitch - Harry Rosen** NOV 2024 - DEC 2024
Account Coordinator, Strategist
 - Built an informed campaign strategy with the goal of reinvigorating the Harold brand identity for a new era, while retaining current customers.
 - Designed and delivered compelling creative pitch with slide deck to present findings effectively.
 - Managed meetings, built workback schedules, and guided creative team to execute successfully.

WORK EXPERIENCE

- **Markham Arts Council - Markham, ON** JAN 2022 - SEPT 2023
Community Coordinator
 - Maintaining relationships with artists, sponsorship partners, local politicians, and other stakeholders vital to the success of M.A.C
 - Led the Lead Generation for Markham Talent live event, leading to over 250 paid applicants participating. (Also Increased organic social reach by 318% leading up to event.)
 - In charge of promotions and community engagement to inform supporters about arts programming at M.A.C.
- **Canyon Ent. Group - Toronto, ON** JUNE 2019 - AUG 2019
Marketing Internship
 - Developed and distributed press releases adhering to industry standards, ensuring timely and effective media coverage
 - Utilized communication skills to coordinate with team members and ensure project success
 - Working with signed artists to develop individual branding strategies