

# Ryan Erikson

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## Innovative Sales and Marketing Enthusiast

- Versatile, adept graduating commerce student with broad experiences ranging from, supply chain management, managing marketing efforts, manufacturing and home improvement industries to retail sales with a keen interest in marketing and information technology
- Excellent customer relations skills resulting in repeat business based on understanding client interest and developing tailored solutions with four separate employers
- Proven ability to make good business decisions, recognize problems as they arise and move projects forward with minimal direction
- Demonstrated salesperson who exceeds sales targets and promotes product knowledge with a positive attitude and a genuine desire to create outstanding customer experiences.
- Established leadership and teambuilding skills through the ability to thrive under pressure and produce results leading business simulations, coaching youth sports and thriving in varsity level athletics
- Very strong work ethic demonstrated by intense commitment to high level varsity basketball, industry-related summer jobs with 10 hour work days, maintaining a high academic standing and receiving strong employer evaluations, in commitment, confidentiality and contribution

## Education:

- **Bachelor of Commerce** (Specializing in Management) September 2011-2015  
Gustavson School of Business, University of Victoria, Victoria, BC
  - Successful completion of 3 marketing courses

## Professional Experience:

**Parker Johnston Industries Ltd.** August -December 2014  
Apprentice Sheet Metal Technician

- Saved company time by designing unique and custom solutions to problems using state of the art machines and tools to increase profits
- Worked with a team of professionals to ensure the highest level of detail was upheld on multi-million dollar projects to boost company quality and image
- Promoted safe practices and procedures by maintaining a clean work environment and adhering to all safety protocols
- Reduced down-time by more effectively coordinating material preparation and distribution to multiple job sites and improved power tool configurations

**Production Manager/Bookkeeper** May-August 2012-13  
Precision Home Aesthetics , Victoria BC

- Ensured the highest level of detail with client projects resulting in expanded contracts and new business through word of mouth
- Provided accurate accounting for company payroll and managing receipts for all production
- Increased business visibility through marketing strategies including signage, high product quality and direct client solicitation
- Improved leadership qualities by managing a crew of individuals while coordinating production on all jobs ensuring everything was up to ISO standards.

- Spearheaded a variety of administrative tasks working with suppliers including Cloverdale Paints and handling customer interactions and concerns

**Receiver, Yard and store product**

May-July of 2011

Rona, Victoria BC

- Built client relations through effective and attentive communication
- Enhanced the customer experience through understanding and responding to individual customer needs and preferences
- Prepared for accounting by handling invoices, receipts and tracked inventory for thousands' of dollars
- Maintained inventory levels by operating a variety of company machinery while adhering to strict safety protocols
- Adhered to safety policies and procedures by maintaining a clean and safe work environment for employees and customers

**Merchandising and Menswear Specialist**

May- Sept of 2011

Le Chateau, Victoria BC

- Used positive and persuasive communications with customers and coworkers to assist their needs in an efficient and enthusiastic manner
- Administrative tasks included staffing the telephone, inventory paperwork, and filing
- Increased efficiency in serving customers and maintaining merchandise by better allocating tasks within our team
- Reconciled daily revenues including cash, debit and credit purchases
- Improved organizational skills by stocking and merchandising clothing and accessories

**Front-House Support Team**

Summer of 2010

Cactus Club Café, Victoria BC

- Successfully resolved customer conflict situations and managed challenging team dynamics
- Anticipated needs of clients and staff including pre-empting uncomfortable customer experiences and stock replenishment in a face-paced environment
- Insured the highest level of Customer Service by being attentive, efficient and professional

**Technical Skills**

- Basic Web Design
- Hootsuite Certified Professional
- MS Excel 2013
- LinkedIn
- Google Analytics
- MS Home
- MS SharePoint 2013
- Facebook, Twitter

**Community Leadership**

Volunteered and worked with the JDC West Case Competition for Canadian Universities 2015

Raised awareness on animal Foster/adoption 2015

- RainCoast Dog Rescue Society

Coached and promoting sports to youth

2009 - 2014

- UVic. Basketball camp, UVic. Regional Training Camp, Chargers basketball Academy, Middle school presentations, Esquimalt High basketball camp

Nominated team captain 12 times 2008-2015

- varsity basketball, volleyball, division.1 men's soccer, rugby while demonstrating motivating encouragement and effective feedback in a team environment.