

Nat Carson

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EDUCATION

- McGill University** – Desautels Faculty of Management, Montreal, Canada Sept 2012 - Apr 2016
Bachelor of Commerce, U4 Marketing (CGPA 3.23/4.00)
- École Sainte-Anne** – High School, Fredericton, Canada Sept 2008 - Aug 2012
Average of 93% (4th of 93 students)
- Awards: Student Volunteer of the year 2012, Member of Global Vision's *Junior Team Canada* for outstanding community involvement

SKILLS AND INTERESTS

- Language Skills:** Fluent in English and French
- Computer Skills:** Photoshop CS5, CS6, Lightroom 4, Sony Vegas Pro 9, Salesforce, CirrusInsight, Trello, and Full Contact
- Interests:** Currently building photography portfolio in conjunction with Dulcedo Model Management and NEXT Models

SELECTED WORK EXPERIENCE

- Red Bull Canada**, Montreal, Canada August 2015 - present
- Create lifelong Red Bull customers in the McGill populace and Montreal community through immersive and memorable activations
 - Build and adapt a portfolio of engaging activities, capitalizing on moment of want and moment of need consumption occasions
 - Represent and tell the story of the Red Bull brand and personality
- Wavo.me**, Montreal, Canada June 2015 – September 2015
- Worked with management to create and optimize ground-up lead generation and sales closure pipeline, along with training manual
 - Sourcing strong leads and opportunities, while measuring and quantifying various sourcing techniques
- Law Society of New Brunswick**, Fredericton, Canada May 2013 - September 2013
- Responsible for tracking and managing the collection of fees of 1,800 members
 - Prepared daily bank deposits totaling \$4,000,000 over the summer
- CruelMTL Promoters**, Montreal, Canada Sept 2012 - November 2013
Promoter, Photographer
- Responsible for promoting upcoming events through creative photography using relevant social media channels
- Home Hardware**, Fredericton, Canada June 2011 - Aug 2012
Salesperson, Cashier
- Opened & closed store ensuring cash balanced, while providing a high level of customer service
- Volleyball Canada**, Fredericton, Canada Feb 2011 - June 2012
Referee
- Accredited by Volleyball Canada to oversee local and provincial games managing numerous confrontations with coaches and players

SELECTED LEADERSHIP AND EXTRACURRICULAR

- Management Undergraduate Society Orientation Week**, Montreal, Canada April 2014 - Sept 2015
Chief of Staff
- Participated in the organization of our faculties two largest orientation week, as well as the first accident-free orientation
 - Selected, motivated, and led teams of 80 Orientation Leaders and 60 Organizational staff
- Graduates Without Borders - Finissants Sans Frontières**, New Brunswick, Canada Sept 2011 - Present
Founder & Acting President
- Co-Founded an organization that raises nearly \$10,000 annually for two established charities in India and Africa
 - Driving expansion of concept to the University level through McGill chapter with a vision to include other schools
 - Recruit and direct the work of over eighty volunteers at four different high schools and two universities
- Bull & Bear Management Faculty Magazine**, Montreal, Canada Sept 2012 – Sept 2015
Media Editor/Event & Portrait Photographer
- Recruited, hired, and managed a staff of 30 photographers, coordinating multiple events and contracts per week
 - Led the restructuring of the magazine which drove it to the most read and followed publication on campus
- Habitat for Humanity**, Kaua'i, United-States Sept 2011 - Mar 2012
Volunteer
- Raised funds to travel to Kaua'i to help local communities build houses for those in need working effectively with a teams of 10-25
- Cancer Fundraising Project**, Fredericton, Canada Summer 2010
Volunteer
- Organized the door to door fundraising drive of over \$5,000 to assist with treatment for a friend diagnosed with cancer
- Castors Volleyball Club**, Fredericton, Canada Jan 2008 - June 2012
- Led a team that won six consecutive provincial titles