

# Philip Quade

Real Estate professional in the making. Seasoned digital marketing specialist, audio visual technician, and photographer, pursuing a new career in the Real Estate industry. Highly motivated, driven and passionate. Currently enrolled at UBC, studying Urban Land Economics & Real Estate Appraisal, part-time, remotely.

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## EDUCATION

### University of British Columbia, Suader School of Business Online — *Diploma in Urban Land Economics & BCom in Real Estate*

May 2024 - Present

- Study of the foundations of real estate in Canada with a specialization in appraisal and valuation
- BUSI 330 & ITPP Complete
- Fundamentals of Real Estate Math, Economics, Foundations of Appraisal

### Digital Marketing Institute, Online — *Certified Digital Marketing Professional*

September 2019 - January 2020

- Marketing fundamentals, Social Media Marketing, Email Marketing, UX/UI, Content Marketing, Video & Display Marketing, Marketing Strategies

### North American School of Outdoor Writing, Correspondence — *Outdoor Journalism Certificate*

January 2010 - February 2011

- Journalism, Photojournalism, research fundamentals & freelance operations

### Ontario Institute of Audio Recording Technology, London, Ontario — *Audio Engineering Diploma*

September 2007 - August 2008

- Audio engineering & production, sound design, recording, audio editing
- Live sound & Audio Visual support & technical maintenance

## OTHER EDUCATION

### Calgary Real Estate Board, Online

- Unlicensed Real Estate Assistant certificate

### Appraisal Institute of Canada, Online

- AIC 101 - Intro to Appraisal
- Introduction to Professional Practices

## CERTIFICATION

CREB® Unlicensed Real Estate Assistant

Digital Marketing Professional Designation

AVIXA CTS & Aspiring Manager Certificate

## PERSONAL SKILLS

Multi-instrumental musician

Photography

Rock Climbing

Making Maple Syrup

Carpentry, building, home renovation & woodworking

## PERSONAL ACHIEVEMENTS

Summited Mt. Kilimanjaro - Dec. 2015

Award-Winning, Published Photographer & Writer

Former photographer for Team Canada Climbing & Climb Canada

Played rhythm guitar for The Arkells @ The Palace Theater - Calgary, Ab 2016

## REAL ESTATE RELATED EXPERIENCE

- UBC BUSI 330 & AIC ITPP complete
- CREB® Unlicensed Real Estate Assistant certificate
- Currently enrolled in the Diploma in Urban Land Economics, Specialization in Real Estate Appraisal through UBC.
- 5 years of residential renovation and building experience
- 2 years of business development & marketing for trades contractors
- 2+ years of independent study in Real Estate Investing & Real Estate
- 8+ years of photography, digital & content marketing experience
- Data and Cash-flow analysis, understanding market data and trends

## WORK EXPERIENCE

### **Philip Quade Media, Remote. — Photographer, Writer & Digital Marketing Strategist**

2013 - Present

- Shopify Ecomm Marketing, copywriter, content creator, photography, strategy
- Inbound marketing strategy: Email, social media, SEO, influencer, content

### **Little Lead Interiors, Calgary, AB. — Renovation & Demolition contractor (part-time)**

February 2024 - Present

- Residential renovation & demolition (non-structural)
- Site supervisor & team lead
- Lead generation, business development consultant

### **Ei3 Audio Visual, Calgary, AB. — Senior AV Integration Technician**

November 2022 - February 2024

- Installation, setup and commissioning of Audio Visual equipment
- Assist with training and orientation for new hires
- Key holder with high level security clearance

### **Alberta Health Services, Calgary, AB. — TeleHealth Bridge Operator & Technical Coordinator**

November 2018 - April 2020

### **Alberta University of The Arts, Calgary, AB. — Audio Visual & Photography Technician**

August 2015 - November 2018

### **University of Calgary, Calgary, Alberta — Audio Visual Technician: Support, Design, Instal, Service**

Sept. 2008 - February 2020

## COMPETENCIES/SKILLS

Adobe, Microsoft and G-Suites

Social Media & Email Marketing

Photography, copywriting, graphic design basics

Data analysis, Research, technologically proficient

Communication, time management and task prioritization

History of customer success & support, and operations support roles for high profile clients

Networking, building rapport & trust