

# JAKE RIDEOUT

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## PROFILE

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**Successful entrepreneur** as a consultant and as a food service establishment owner  
**Task-oriented team player** possessing the premium leadership qualities of a military officer  
**Creative and strategic-thinking** demonstrated as a recruiter and as a project manager

## EDUCATION

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**Master of Business Administration Candidate** **2013**  
• Dalhousie University, Halifax, NS

**Bachelor of Business Administration (Marketing)** **2011**  
• Acadia University, Wolfville, NS

## RELEVANT EXPERIENCE

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**Student Recruitment Officer** **2010 – 2011**  
Acadia University, Wolfville, NS  
• Developed a 51 percent increase in the 2011 prospective student pool in Western Canada over the previous year's figures  
• Conceptualized and delivered social & direct marketing campaigns

**Project Manager** **2009 – 2010**  
Chemistry Branding, Toronto, ON & Wolfville, NS  
• Market research and re-branding effort for a municipal government client  
• Assisted in engaging a sizeable percentage of the target research market; over 6000 people grouped into four stakeholder groups

**Owner/Operator, seasonal food service establishment** **2009 – 2010**  
Scoop's Up! Ice Cream, Wolfville, NS  
• Started and operated a successful, fast-paced start-up in a highly regulated industry with a small staff team in a high-traffic area

**Marketing Consultant** **2008 – Present**  
Self-employed, based in Halifax, NS  
• Started and continually operate a marketing consultancy for small businesses with a steady client base  
• Client projects have included web design, voiceover material, online community engagement and branding strategies

**Training Support Officer** **2005 – Present**  
Canadian Forces  
• Administrating and enforcing all matters of standard operating procedures within the unit

## COMMUNITY INVOLVEMENT

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### **Board of Directors**

**2010 – Present**

Acadia Centre for Social and Business Entrepreneurship, Wolfville, NS

- Member of the board shaping strategic direction of a non-profit business development centre during efforts to return to fiscal sustainability

### **Student Ambassador**

**2008 – 2010**

Acadia University, Wolfville, NS

- Student liaison to prospective Acadia students and their families
- Contact with three incoming students weekly on average, giving one-hour campus tours

### **Troop Leader**

**2006 – 2007**

Scouts Canada, 1<sup>st</sup> Glenhaven Scout Troop, Glenhaven, NS

- Planned and executed activities for youth aged 11-14, including a trip to a Canadian Jamboree

### **Administrative Volunteer**

**2003 – 2010**

Canadian Cancer Society, Halifax, NS

- Tasks ranging from sound production for events to preparing mailings of promotional and informational material
- Relay for Life volunteer
- Camp Goodtime volunteer

## PROFESSIONAL ACHIEVEMENTS

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- Top Candidate, Canadian Forces Basic Officer Training Course
- Producer, writer, director of viral promotional video for F. C. Manning School of Business (link available at [www.jakerideout.com](http://www.jakerideout.com))
- Selected as a delegate for Queen's Marketing Association Conference 2010
- F. C. Manning School of Business Market Research Team member
- Winning entry to NSLC Safe Grad radio PSA campaign contest

## ACADEMIC & EXTRACURRICULAR ACHIEVEMENTS

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- Private Pilot License
- Royal Canadian Legion Branch #116 Scholarship winner
- Music Department Award for Academic Excellence (Sir John A. Macdonald High School)
- Royal Canadian Legion Cadet Medal of Excellence recipient

## LANGUAGES

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- English
- Beginner French
- Beginner German