



Professional Skills

Organization	● ● ● ● ●
Presentation	● ● ● ● ●
Interpersonal	● ● ● ● ●
Leadership	● ● ● ● ●
Time Management	● ● ● ●

Advertising Skills

IMC Development	● ● ● ● ●
Budgeting	● ● ● ● ●
Media Strategy	● ● ● ● ●
Research	● ● ● ● ●
Copy Writing	● ● ● ●
Art Direction	● ● ●

Technological Skills

SPSS	● ● ●
Powerpoint	● ● ● ● ●
Excel	● ● ● ● ●
Word	● ● ● ● ●
InDesign	● ● ● ●
Photoshop	● ● ●
OSX	● ● ● ● ●

Interests

- Dogs
- Motorcycles
- Playing Poker
- Science Fiction
- Travel

Education

Seneca College: Graduating 2017
Creative Advertising Diploma -
Strategic Stream

Adam Parisian

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Profile

Curious and passionate about advertising and the city of Toronto. I am an imaginative problem solver, that enjoys using my unique perspective to come up with alternative solutions. I am constantly expanding my knowledge base, and to better understand the world around me.

Objective

I want to continue developing my advertising skills by practicing media planning in the real world, and increase my understanding of both the job and Toronto market.

Professional Development

Attended IAB of Canada Mix Event	2016
Attended New York Advertising Week	2016
• Toured advertising agencies	
• Attended various Ad Week seminars	

Experience

Research Project: Seneca Food Services	2016
• Pitched to Director of Institute Research; Erin Mills	
IMC Campaign Developed for CIL Paint	2016
• Pitched to DDB	
IMC Campaign Developed for Maserati Canada	2015
• Pitched to head of Maserati Canada; Richard Trevisan	

Personal Information

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References

Available upon request.

