

EMPOWERING DIGITAL BRANDS

INTERNATIONAL RESUME
AND DIGITAL PORTFOLIO


(BA) Bosco Anthony Pereira

CORPORATE SUMMARY

Bosco Anthony Pereira is an International Digital Strategist with a background in corporate leadership and business operations. His experience in the corporate sector provides wisdom on operational maturity, business growth, digital strategy, performance efficiencies, and design thinking ideology. Bosco spends much time on research trends and is an idea rebel at heart. Bosco is recognized for his executive mentorship, entrepreneurial spirit and passion for operational maturity. Bosco thrives in a collaborative playground and is known for being an influence to the business and digital community having spoken at TEDx Stanley Park on fuelling life with purpose and alignment. Having roots in Tanzania, East Africa Bosco spent much of his adult life in Vancouver, Canada. He now calls Brisbane, Australia home and is looking for business and corporate opportunities to add to his working portfolio.





CORPORATE BIOGRAPHY

Having a blend between corporate leadership and business-accelerated growth, Bosco Anthony Pereira sets the tone as a digital strategist with an emphasis on operational maturity. With a personal purpose to empower and leave people and brands better than he found them, he is often recognized as a mentor and a trusted advisor to many senior and executive leadership teams. As a strategist and design thinker he helps organizations navigate critical thinking from “What is” to “What if?”

Originally born in Tanzania, East Africa, Bosco immigrated to Vancouver, Canada where he started his corporate career for one of the largest Destination Management Operators in North America. Bosco showed tenacity and success in sales, training, and people development that earned him a path in leadership in the Corporate Sector.

Showing a passion for Digital Marketing and Strategy, Bosco was headhunted to work for one of the leading global online marketing training platforms. Bosco directed an Affiliate Ecommerce Platform. Known as a bold and rebellious thinker and disruptive storyteller he accidentally discovered an interest in speaking which put him on the international circuit sharing the stage for over 300 Keynote events worldwide. Bosco received a standing ovation for his keynote on how to fuel purpose in life

at TEDx Stanley Park. Bosco has been invited to speak and design curriculums and workshops for various organizations, universities, and associations around the world. Bosco has also written a book that is due for publishing in the near future.

During the last recession, Bosco founded a virtual boutique digital marketing agency with international and local vendors. This adaptive agency took on various digital strategic projects for corporate entities, brands and business organizations. Bosco boasts an impressive portfolio having been involved in over 1000 digital projects across 90 different marketing verticals. In addition to his speaking, entrepreneurial and digital endeavors, Bosco is an enthusiastic mentor who can be found guiding various non-profit movements, young entrepreneurs, startups and global outreach programs.

Before moving to Brisbane, Australia, Bosco completed a long tenure contract as Digital and Business Director of Operations for an international brand in the Gaming Sector. Bosco designed and executed a successful digital and business strategy that generated revenue excellence consistently across various business facets. Known for operational maturity, Bosco welcomes new opportunities in the corporate and business sector in Australia.

CORPORATE PORTFOLIO



Director of Digital Strategy

Bosco Anthony – (www.boscoanthony.com) (2007 – Present, 14 Years)

Director of Digital & Business Operations

Core Communications (2017 –2019, 3 Years)

Digital Program Instructor and Lecturer

Centre for Performance Arts and Technology (2014-2015, 1 Year)

Director of Client Relations and Digital Communications

Telco Management Inc (2009 – 2016, 8 Years)

Director of Strategic Alliances and Business Development

The Internet Marketing Centre (2006 – 2008, 3 Years)

Director of Sales Performance and Training Development

Club Intrawest (2002 – 2006, 5 Years)

LECTURES, CAUSES & DIGITAL ADVISORY BOARDS

- International Multi Media Entertainment (2017 - 2019)
- Forum for Women Entrepreneurs Mentorship Program (2018-2019)
- University of British Columbia Mentorship Program (2016)
- Simon Fraser University Digital Mentorship Program (2016-2017)
- Go2HR (2017-2018)
- Lecture at University of Fraser Valley (2015)
- Online Media Generation Conference (2015-2016)
- Unleash Culture (2015 - 2017)
- Now That's Ugly Christmas Sweater Society (2013-2016)
- Bavabuka Philanthropy Foundation Kampala (2013-2015)
- Lecture at Marketing Association of Capilano University Students (2014)
- Social Media Camp Victoria (2014-2019)
- Room to Read Philanthropy (2014)
- Merita Movement Philanthropy (2013-2014)

EDUCATION MILESTONES

- Work-safe British Columbia
- Emergency Preparedness Employee Training (2016)
- Joint Health and Safety Committee Training (2016)
- Workplace Bullying and Harassment Training and Legal Training (2016)
- St Johns Ambulance First Aid Training Level 1 (2003)
- Skill Path
- Management Certification (2010)
- Digital and Social Media Communications (2011)
- E Cornell University
- Management / Leadership Academy and Accreditation (2002-2006)
- Institute of Information Technology
- MCSE Certification / Computer Technology (2000-2001)
- Institute of Finance Management
- Business Management and Operations Accreditation (1999-2001)
- Aga Khan Mzizima Secondary School Business and Applied Sciences (1994-2001)

MARKETING VERTICALS

Accounting
Affiliate Marketing
Agency
Architecture
Betting
Board Advisory
Business Acquisitions
Business Development
Business Growth
Business Legacy Planning
Business Operations
Call Centers
Change Management
Charitable
Client Relationships
Clothing Apparel
Corporate Event Planning
Corporate Leadership
Corporate Training
Counselling
CRM
Data Analysis
Dating
Destination Management
Digital Content Architecture
Digital Storytelling
Digital Strategy
Documentaries
E Commerce
Email Marketing
Entertainment
Entrepreneurship
Experiential Marketing
Fan Engagement
Fashion and Accessories
Financial Investments
Franchise Growth Advisory
Gambling
Gaming
Government
High Performance Workforce Cultures
High Ticket Closing
Higher Education
Hotels
Interior Design

Internet Marketing
Joint Ventures and Strategic Partnership
Junk Removal
Licensing Audits
List Acquisition
Lotteries
Major League Soccer
Marketing
Media
Mortgages
Music Festivals
Non Profit
Nutrition
Online Mentorship
Payment Portals
Pharmaceutical
Public Relations
Public Speaking
Publishing
Real Estate
Recruiting
Reputation Management
Restaurants
Retail
Risk Management
Sales
Schools
Search Engine Optimization
Self Development
Senior Home Care
Social Media Marketing
Software Migration and Management
Spa Marketing
Sports Management
Startups
Stone Landscaping
Technology
Timeshare
Tourism
Transportation
Travel
Wealth Management
Web Design
Wellness
Winter Sport Facilities

CORPORATE TESTIMONIALS



David Reeve
Founder | CEO
Unleash

I worked with Bosco where we designed and executed a special campaign for our hospitality group client in the Winter Ski Operations sector in North America. Our pilot project delivered revenue results, which resulted in the brand offering new ski destinations to their clientele. His skills are second to none and his approach and methodical execution on digital strategy, internet marketing, affiliate marketing and business development growth strategies have helped so many brands tell their story in such an effective way. Rarely do you find a person that is driven and stays true to their purpose and core values in life. During these current times of uncertainty and change, I take comfort in knowing I have Bosco in my tribe as a thought leader, advisor and trusted friend. Bosco is a person that shows up in the times that an organization needs him the most.



Jan Parsons
Director of
Quality Control &
Compliance
Telco Management
Inc.

Bosco has been one of the shining talents I have had the pleasure of working with for over 10 years and I valued him as a leader. As a Director of Business and Digital Operations, Bosco was able to transition our organization towards a more digital friendly atmosphere. The organization was struggling with their existing internal systems and faced many challenges adopting a modern day system that would integrate with our functionalities. He was able to develop a strong rhythm between designing the functionalities; Q/A testing bugs and reports on technology glitches. Within a few months of operation, we were able to adopt a new CRM generating over a million dollars in revenue within its implementation. Through his contributions, creative thinking, and strategic planning Bosco was able to make a significant impact on our revenue production while managing the compliance requirements of our business. Any brand would benefit greatly if they utilized his talents. As I move toward semi-retirement I have nothing but happy memories working with Bosco. He is a valuable asset to any brand he works with.



Keith Mitchell
Director of Sales
Operations
Core Communications

I have shared an 11-year working history with Bosco across various international brands in the Gaming sector. Bosco was asked to take on a Director of Business and Digital Operations position. I witnessed Bosco design an operational and digital strategy with ease. What impressed me was watching Bosco apply his experience as a leader to various departments. His unique ability is to thrive under chaos. Bosco was able to get our operations to pivot, propel and profit in our first year of operations. Within three years of his service and contributions, our organization was responsible for close to \$90 Million in annual gross revenue. I truly believe he made a mark on our organization and left it better than he found it. Bosco was awarded a recognition award recognizing his years of dedication, commitment and service to the organization over the years.



Kyle Macleod
Executive Principle
and Officer
TELPROS EAB /
Telco Management Inc

I have had the pleasure of working with Bosco both from a hierarchal corporate relationship and as a direct customer in technical web development, marketing, market research and deployment. Bosco applies critical thinking, directs development in a logical thoughtful manner and provides excellence and flow to large commercial scale operations and boutique development. Bosco assisted in the development and deployment of a very technical web development project combining many facets, add-ons, and structure from the marketplace where they did not work cohesively prior, the development team were able to deliver under his direction. The web analytics and competitive research done was top notch and assisted in the rapid deployment of a National and Global brand. We were able to gain some tremendous insights on demand that we had not foreseen in the marketplace.



Christine Gevatkoff
*Client Relations
 and Digital
 Communications
 Manager
 Core Communications
 Ltd*

You are immediately impressed with how knowledgeable Bosco is about business and how skilled he is at managing people. Bosco was asked to assist the client relations department to automate some of our communication processes. I was amazed at how quickly he was able to identify how much time and manpower was consumed on manual tasks that needed to embrace digital automation. He was able to collaborate with the senior management team and departments to drive change. It completely brought the entire company forward to be more effective. He turned many of us into believers of his capabilities. Bosco was successfully able to implement many digital strategies over the years launching a high revenue digital channel of engagement through live chat on our Ecommerce websites. He designed and maintained a 2-year editorial digital content publishing calendar across various international teams to maintain our organic rankings on the search engine. He made a mark on my career and left me better than he found me.



Debbie Yuke
*Vice President,
 Marketing and
 Communications
 Go2HR*

I am delighted to recommend Bosco Anthony in a strategic consulting role for social media strategy, digital story-telling and content management. At the beginning of 2017, we had engaged Bosco to help us develop a social media strategy for our organization, and then facilitate a series of workshops to support execution that engaged all our program management staff. The workshops were great value, and included a lot of preparation by Bosco, and lots of homework between sessions where we could practice what we learned, and be accountable at the next session for results. In addition, Bosco worked individually with team members on their accountabilities. With fluctuating budgets in the non-profit tourism association world, it's often difficult to make sustained and consistent investments in digital marketing. Bosco was super-flexible and adaptable with our project plan, ensuring that we had finished elements and an ongoing plan to execution with measurable targets. Insightful and intuitive beyond his years, Bosco is an amazing human being on top of his talents as a digital marketer. You will not be disappointed if you choose to work with him.



Sean Bassi
*Editor-In-Chief
www.G04now.com*

Bosco takes the time to understand an organization's position and thought process, and then delivers powerful articulated strategies to elevate your organizational operational maturity. I was very impressed at how he was able to utilize metrics to help us make well-informed data driven decisions to drive our editorial team forward. Bosco came on as a digital strategic advisor and mentor and was able to develop and train my editorial team. Thanks to his expertise I have been able to positively reshape our advertising sales departments and develop a stronger and more effective digital landscape. We were able to apply his tactics and strategies to improve our digital content strategy, grow our advertising partnerships, and in turn increase our digital media revenue. I feel more effective with our digital onboarding and operational processes after working with Bosco. He shows strong deliveries when it comes to training teams and his presentation style is visual, engaging, and creative. We were very fortunate to work with Bosco. His insights and experiences in the trenches are vital for any organization looking to digitally pivot and improve its operations.



**Viki McLeod
 ACC, ORSCC**
*Agency Principle
 Main Street*

I hired Bosco to work with my agency and team at Main Street Communications Ltd. We were struggling to identify new corporate directions and adapting to the application of emerging digital tools to our practice. Bosco and his associates worked with us to devise a meaningful forward-looking strategic plan and quickly identified gaps in staffing, systems, and skills. He provided us not only with the clarity and tools to identify our vision but was also able to provide the training and ongoing expertise and support to execute our plan. Bosco was able to deliver a customized training platform for the team to immerse themselves and familiarize themselves with the critical elements to paid media as well as some of the emerging trends. As a result of our experience working with Bosco and his associates in our company, we collaborated with him on a contract for a large skilled trades training organization, a major client of ours. What impressed us most was his ability to meet the client where they were, accurately analyzing both their business and digital marketing needs and their readiness to scale and adapt. He was able to deftly guide the client into understanding what was to them a completely new world of opportunity with significant potential. As a result, the client was able to design, develop, and execute a comprehensive strategically focused plan that met their goals and aligned with their corporate values. Bosco is a global digital expert and thought leader in his field, who operates with integrity, passion, and rigorous honesty. I am also very proud to have him in my tribe as a digital authority and trusted counsel.



STRATEGIST

A blue-tinted photograph of a man speaking at a podium. Behind him is a screen with a list of words: WORRY, FEAR, BLAME, ATTITUDE, CRITICISM, DEFLECTION, DESTRUCTION. To the left, the words 'PERSONAL IMAX' are visible.

STORYTELLER

A blue-tinted photograph of a man speaking at a podium on a stage. The background features the 'TEDx Stanley Park' logo.

SPEAKER

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TEDx bit.ly/boscotedx

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