

ABOUT ME

A self-starter who is flexible, organized and thrives in fast-paced environments.

SKILLS

- ⤴ Proven ability to meet and exceed target results.
- ⤴ Exceptional customer service skills
- ⤴ Excellent communication and interpersonal skills
- ⤴ Effective prioritization and time management skills
- ⤴ Advanced MS Office Suite, Adobe Creative Suite, Mac & iPhone OS, Windows, Freshbooks

PROFESSIONAL EXPERIENCE

BRAND AMBASSADOR, VARIOUS AGENCIES 2011-present

- ⤴ Create meaningful relationships between consumers and brands in a short timeframe.
- ⤴ Deliver key messaging authentically, engaging the consumer in the activation.
- ⤴ Successfully completed activations for Target, Blackberry, Telus, Nissan, Lowe's, Earth's Own, Nutrience, Barbie, Ikea, Ultra 94, Quaker, H&M, KFC Fresh, VISA, and many more.
- ⤴ Further details available on Brand Ambassador specific resume, available upon request.

MARKETING COORDINATOR, ORCHESTRA MARKETING (Contract) 2011-2012

- ⤴ Worked with client(s) to establish marketing plan; implemented marketing objectives and strategies as per client contract.
- ⤴ Analyzed market trends, and competitor information to determine relevant marketing plan.
- ⤴ Liaised with PR agencies, advertising partners, and other vendors; managing marketing and promotional strategies to ensure proper time lines and budgets are met.
- ⤴ Provided administrative support to the president and colleagues as required.

OFFICE MANAGER, BNOTIONS 2010-2011

Notable achievements

- ⤴ Facilitated new employee on-boarding procedures and created supporting documentation.
- ⤴ Managed schedule & execution of weekly yoga program, Agency Yoga.

Main Duties

- ⤴ Maintained over all office organization and cleanliness; initiated and maintained supplier relationships.
- ⤴ Created and maintained confidential employee files; provided confidential support and advice to employees/co-workers as needed.
- ⤴ Revised and posted job descriptions online as well as scouted new avenues to discover talent.
- ⤴ Provided calendar management for 5 busy executives including booking travel arrangements, running various errands and client correspondence.
- ⤴ Managed social media outlets for up to 5 products including Facebook and Twitter.

PROFESSIONAL EXPERIENCE (continued)

EVENT MANAGER, MARIPOSA CRUISES (Contract) 2010

Notable Achievements

- ▲ Up-selling led to Increased revenue for 2010 season by an average of 10% per event.
- ▲ Streamlined floor plan development process, increasing efficiency.

Main Duties

- ▲ Maximized revenue through affiliate business solicitation and up-selling.
- ▲ Effectively monitored all contractual agreements pertaining to venue space, food and beverage, as well as special concessions.
- ▲ Maintained efficient coordination with the Operations Department.

SERVICE MANAGER, VESPA CANADA/CANADIAN SCOOTER CORP. 2008-2009

Notable Achievements

- ▲ Revamped reporting process for warranty claims reducing completion time by 80%.

Main Duties

- ▲ Provided executive support to the Director of National Service including calendar management, booking travel arrangements, managing expense reports and various administrative tasks as required.
- ▲ Produced accurate monthly financial reports and performed analyses on all warranty claims paid to associated dealers nationwide.
- ▲ Managed warranty claim system database and provided technical support for dealers.

OTHER PROFESSIONAL EXPERIENCE

Production Assistant (*Temple Dress Productions, 2014-present*), Ticket Agent (*Toronto International Film Festival, (Contract) 2013 & 2014*), Assistant Stage Manager (*Pride Toronto (Contract) 2013 & 2014*), School Bus Driver (Stock Transportation, (Contract) 2014), Community Manager (DRGN Athletica, (Contract) 2013), Administrative Assistant (College of Dental Hygienists of Ontario, 2009 & Q-Park Ireland, 2006-2008), Receptionist (Edelman PR, 2008), Server (Four Seasons Dublin ICE Bar, 2006), Server/Hostess (Milestones Empress Walk, 2005-2006), Cruise Manager (Mariposa Cruises, 2004-2006 & MLSE, 2012-2014), Bartender/Beer Server (Mariposa Cruises, 2003-2004), Sales Associate/Cashier (The Gap, 1999-2002, Ikea North York, 2001-2003 & Old Navy, 2011-2013).

VOLUNTEER EXPERIENCE

- ▲ Various Roles, Terry Fox Run - Wilket Creek Park 2002-present
- ▲ Stage Manager, Canadian Music Week & North by North East 2010-present
- ▲ Volunteer Manager, TEDxToronto 2014-present
- ▲ Merchandising Coordinator, TEDxToronto 2012-2013
- ▲ Digital Content Capture Manager, Social Media Week Toronto 2012

EDUCATION | Graduated 2006 B. Comm, *Hospitality and Tourism Management*;
minor in *Human Resources* Ryerson University

INTERESTS | Acting, arts & culture, cooking & eating, cycling, yoga, badminton, running, philosophy, psychology, internet culture, singing, live music.

REFERENCES | Available upon request.