



# Regina Sy

**Contact information:**

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*Allow me to excite people about your brand.*

## SKILLS

- Exceptional listener & communicator who can effectively convey information via various media.
- Highly analytical thinker with demonstrated talent for streamlining complex work processes.
- Results-driven individual with exemplary planning & organizational skills, and a high degree of detail orientation.
- Energetic team-player consistently cited for an upbeat, positive attitude and passion for work.

## PROFESSIONAL EXPERIENCE

### BRAND AMBASSADOR

#### Main Duties

2011 - current

- Educate and excite consumers on various brands and/or provide product samples genuinely, and in an unforgettable manner.
- Responsible for ensuring key messaging is communicated effectively with consumers.

#### ACTIVATIONS:

- BreakItOff.ca Nationwide tour [Various Locations, 2014]
- Eservus Online Concierge Services Virtual Safe Contest [Various Locations, 2014]
- Nutrience Naturals [Various Dog Parks & Street Sampling, Woofstock 2014]
- Earth's Own (Amoré, Almond Fresh & So Good) [National Home Show 2014]
- Ultra 94 Victoria Day Speedfest Simulator [Canadian Tire Mosport Park]
- VISA Skate with the Stars 2013 & 2014 [Air Canada Centre]
- Nissan LEAF Ride & Drive [Direct Energy Centre, EV Day]
- Nissan NEXT Ride & Drive [International Home Show]
- Lowe's North Etobicoke Community Delivery & Grand Opening Celebration [Etobicoke]
- Telus Back to School Mall Tour [Eaton Centre & Square One]
- Telus #Matters2Me Tour [Scion City Chase & Toronto Zoo]
- Sunrise Soya Squeezies [Beaches Jazz Festival]
- Wal-Mart Massive Toy Event [Cineplex Odeon Queensway]
- Team Lead, Target Recruitment Event [London-Westmount]
- Team Lead, Target Recruitment Event [Hamilton East]
- Team Lead, Target Pharmacy Campaign [Burlington]
- Target Mini Road Trip [Toronto]
- Target Grand Opening Event [Overlea]
- Barbie Summer Tour [Wild Water Kingdom, Brampton]
- Mattel Digital Shop 'N' Play [CN Tower]
- Blackberry Playbook for TIFF 2012 [TIFF Bell Lightbox]
- Blackberry Z10, Alicia Keys Concert [ACC]
- Metro & Ikea, 2014 Catalogue [Downtown Core]
- Metro & Quaker, 2013 Quinoa Bars [Downtown Core]
- CBC & Santa Claus Parade, 2013 [Queen's Park]

# REGINA SY

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## OTHER PROFESSIONAL EXPERIENCE

Production Assistant (Temple Dress Productions, 2014-present)  
Actor (Self-employed, 2011-present)  
Ticket Agent (Toronto International Film Festival, (Contracts) 2013 & 2014)  
Assistant Stage Manager (Pride Toronto (Contract) 2013 & 2014)  
School Bus Driver (Stock Transportation, (Contract) 2014)  
Stage Manager (Diva Glamorous, (Contract) 2013)  
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, 2010-present)  
Stage Manager (North by North East, 2011-present)  
Volunteer Manager (TEDxToronto, 2014)  
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.

**CERTIFICATIONS** | Smart Serve # 010917049687

**REFERENCES** | Available upon request