

Shanica Patterson

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Port Antonio
Portland
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Professional summary

Dynamic and results-oriented professional with a solid qualification in public relations and marketing. Proven ability to develop and execute strategic PR campaigns that enhance brand visibility and drive positive engagement. Skilled in crafting compelling content across various platforms and fostering relationships with targeted audiences. Eager to leverage expertise to contribute to the success of a forward-thinking organization in the public relations and marketing sphere.

Marketing assistant (Jamaica) Portland Cooperative Credit union- January 2022- June 2022

- Greet and gain new members.
- Visits schools and businesses to sign up new banking accounts.
- Attend meetings and help by giving valid business inputs.
- Marketing and advertising customers daily..
- Supported the creation and distribution of marketing materials such as brochures, flyers, and promotional items.
- Stayed updated on industry trends and best practices through research and participation in professional development opportunities.

Marketer- Media magnified 2022

https://www.youtube.com/results?search_query=utech+bacat+fels+talk+show

- Developed and executed comprehensive marketing strategies to increase brand awareness.
- Conducted market research and analysis to identify customer needs and market trends.
- Managed digital marketing campaigns across various platforms including social media and email marketing.
- Collaborated with popular social media users.
- Planned and coordinated events, trade shows, and promotional activities to enhance brand visibility and generate leads.

SKILLS

CAP Level 2- Food and beverage certified.

Voluntary services-
(Hope Gardens)

AWARDS

COMMUNICATIONS
DEGREE- HONS

Created mental health campaign- “HelpmeHelpyou”

2022

<https://helpmehelpu.wixsite.com/help-me-help-u>

- Made a reactive website for students suffering from mental health issues.
- Created social media pages to promote positive mental health in schools
- Held a mental health day in portland to advertise websites and to share mental health messages.
- Define campaign objectives, target audience, and key messaging.
- Develop a comprehensive campaign strategy and timeline.
- Create compelling content and creative assets for various channels.
- Execute the campaign across multiple platforms (e.g., social media, email, website).
- Manage campaign budget and allocate resources effectively.
- Communicate campaign progress and results to stakeholders.
- Continuously evaluate and iterate on the campaign strategy for maximum impact.

Front Desk agent and Customer Service agent

April 2021- September 2021- Mt Olympus Resorts (Wisconsin)

Front desk agent

- Doing check-in/check-out procedures for over a 100 guests per day
- Reservation management
- Cleaning lobby (wiping tables, vacuuming, sweeping)
- Fetching and handing out extra towels and toiletries
- Booking and giving tickets for park activities
- Resolving guest complaints
- Customer service and problem-solving
- Administrative tasks (answering phones, managing emails, handling payments)
- Collaboration with other departments (housekeeping, sales)
- Any specific software/systems proficiency (property management systems, Microsoft Office, etc.)

Customer service agent

- Resolving customer complaints, and concerns effectively

- Address customer queries and offer appropriate solutions.
- Utilizing CRM systems and customer service software to log interactions, update customer information, and track issues to resolution.
- Collaborating with cross-functional teams to address complex customer issues and improve service delivery.
- Meeting and exceeding established customer service and performance metrics, such as response times and customer satisfaction scores.
- Identifying opportunities for upselling or cross-selling additional based on customer needs.
- Managing time efficiently, multitasking effectively, and Maintaining composure in a fast-paced customer service environment.

EDUCATION

University of technology Jamaica-Bachelors in Communication Arts and Technology -AUGUST 2018 - NOVEMBER 2023(2024)

- Communication and writing courses
- Transcript upon request

Titchfield high school- Diploma

SEPTEMBER 2011 - NOVEMBER 2018

CSEC: 8 - Humanities

CAPE: 8 - Humanities

Boundbrook Primary- Certificate

September 2005 - july 2011