

# Lea Valberg

Senior Marketing Executive

## PROFILE

I have been in the marketing industry for nearly 9 years. I understand digital marketing, how guerilla marketing works and the value in traditional marketing. I can use a host of tools to analyze metrics, measure campaign performance and make changes as needed to optimize results

## PROFESSIONAL EXPERIENCE

### BLUE MEDIA

#### *Digital Media Specialist 2016 - Present*

- Assisted with all digital media inquiries.
- Understood each client's unique needs, and provided solutions specific to their interests and restrictions
- Explained promotions, extended services; used databases to search for productsUsed pump trucks and other equipment

### GREAT BUY CANADA

#### *Connected Home Specialist 2015 - 2016*

- Effective sales associate with strong customer service training and relevant certifications
- Explained promotions, extended services; used databases to search for products
- Used pump trucks and other equipment

### HOME CENTRE

#### *Seasonal Sales Associate 2014 - 2015*

- Learned about various products and provided solutions to customer inquiries.
- Lifted loads of up to 110 lbs, stocked shelves and maintained an organized showroom

## CONTACT

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## EDUCATION

### MARKETING & PSYCHOLOGY

University of New York

B.A. (Honours)

### St. Alves High School

Honours

## EXPERTISE

Digital Marketing

Graphic Design

Campaign Management

Copy Writing

Management