

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