

## **Marie Rosszell**

### **Local:**

520 Parkside Drive, #004,  
Waterloo, Ontario  
N2L5E3  
(519) 897- 4262  
ross7410@mylaurier.ca

### **Permanent:**

1-41-5 Higashinakano,  
Nakanoku, Tokyo, Japan  
164-0003  
81-3-3360-1836

## **Skills**

- Able to conduct business in both English and Japanese – schooled in Canada and Japan
- Strong teamwork, problem solving, and presentation skills - as evidenced by placing fourth in the New Venture Project
- Diligence and attention to detail used in designing and translating Japanese restaurant menus into English
- Effective interpersonal skills developed from volunteer work and teaching English
- Proficient in Microsoft Word, Excel, Publisher, and PowerPoint, as well as Adobe Photoshop

## **Business/Marketing Experience**

**Unitron Ltd.**, Kitchener, Ontario, May 2014 to present, - Full-time

### **Digital Marketing Coordinator Co-op**

- Supporting more than 20 regional offices around the globe in website publication of content using web content management software Adobe CQ5
- Monitor and analyze web analytics for 20+ regional websites to develop insights into customer behavior
- Evaluate and analyze websites with the intention of identifying organic search engine optimization opportunities
- Analyze email marketing campaigns, develop reports to uncover insights and share learnings

**R Space**, Waterloo, Ontario, May 2013 to present, - Part-time

### **Chief Marketing Officer**

- Social venture created with a team from the New Venture Competition, offering massages on campus for students during exam periods to reduce academic anxiety
- Responsible for all marketing and promotion of the business through social media, as well as on campus
- Responsible for the graphic designs, including uniforms and promotional graphics

**J Com Group**, Tokyo, Japan, July 2012, - Part-time

### **Sales Representative**

- Worked in large retail environment as a smartphone sales representative
- Provided customer service to obtain contracts for a major Japanese cellphone provider

## **Other Employment**

**World Talk**, Tokyo, Japan, June 2013 to present, - Part-time

### **English Language Teacher**

- Taught individual online English reading, writing, listening and speaking lessons to Japanese students of all ages and levels

**TV Asahi Ask**, Tokyo, Japan, July 2012 & 2013,

### **Japanese Language Teaching Assistant**

- Taught Japanese reading, writing, listening and speaking classes to children of ages 3-12
- Led excursions around Tokyo in order to add value to the classroom curriculum

**Yamaya, Tokyo, Japan, June-July 2013, - Part-time**

**External Consultant**

- Translated and designed (Microsoft Publisher) detailed English menus and multiple advertisements for a Japanese restaurant

**Leadership Experience**

**Students Offering Support, October 2013 – present**

**Director of Finance**

- Responsible for all recodes and deposits that are submitted to the Students Union

**World University Services of Canada - Laurier, September 2013 - present**

**Co-President**

- Responsible for overseeing all club activities, and maintaining a strong relationship with the national office
- Restructured the entire committee to increase efficiency

**Volunteer Experience**

- Fundraising Volunteer, World University Services of Canada- Laurier, September 2012 – present
- Volunteer Assistant, Winston Churchill Public School, January 2013 - present
- Volunteer Worker, Saint Joseph's Nursing Home, September 2011- June 2012
- Volunteer, Halloween for Hunger, October 2010/2011

**Education**

**Wilfrid Laurier University, Waterloo, Ontario, 2012 - present**

- Bachelor of Business Administration Program – Co-op Option

**Parkside High School, Dundas, Ontario, 2010 – 2012**

- Ontario Secondary School Diploma

**International School of the Sacred Heart, Tokyo, Japan, 2009 - 2010**

**Awards**

- Volunteer of the Term Award for outstanding contribution – chosen from among over 100 volunteers at Students Offering Support, 2013
- Fourth Place finalist in New Venture Competition at Wilfrid Laurier University, 2013
- Rising Star Award in recognition of work done as a new volunteer at Students Offering Support, 2013
- Ontario Scholarship for achieving an average of 90% in six academic courses, 2012
- Principal's Honour Roll for achieving an average of at least 80% at Parkside high school, 2011/2012

**Activities**

**University**

- Member, DECA Laurier, September 2012 - present
- Registration Administrator, Students Offering Support, January 2013 – October 2013
- Residence Representative, Students Offering Support, January 2013 - June 2013
- Member, World University Services of Canada - Laurier, September 2012 - present
- Executive of Internal Affairs, Students Offering Support, September 2013 – present
- Executive Assistant, Students Offering Support, September 2013 – present