

# Allye Vice

## Skills

- Customer service
- Prioritizing and multi-tasking
- Excellent at writing and editing
- Works well under pressure
- Self-motivated
- Adopts new technology quickly
- Mac and PC proficient
- HTML and CSS
- Photoshop, Publisher
- Search Engine Optimization
- Word, Excel, Powerpoint, Access
- Content Management Systems (RiSE, SiteLeaf, Joomla)
- Email marketing platforms (Informz)

## Experience

### Girl Guides of Canada, Ontario Council - August 2011 to January 2016

#### E-Communications and Website Coordinator

- Update and maintain content as the primary administrator for the GGC Ontario website
- Write and edit web and email marketing content
- Provides feedback to all departments on web writing best practices and search engine optimization
- Design and send mass mailings to adult membership and parents of girl members using the email marketing platform Informz
- Work closely with the Marketing and Communications Manager to develop marketing ideas and campaigns to drive both membership and cookie sales
- Evaluate advertising campaigns by measuring web traffic through Google Analytics
- Connect with all departments to coordinate the organization's communications timeline

#### Major projects undertaken:

- *Project lead for an internal communications overhaul:* transitioned the organization from an inconsistent communications format that often included several daily emails to the same target audiences, to a streamlined, scheduled eNewsletter format that includes measureable click rates.
- *Implemented a streamlined process for web update requests:* created a service standard for web updates from a method that was previously inconsistent in timing and accuracy.

## Education

**Fulltime Front-End Web Development Immersive**  
HackerYou

**January 2016 – Present**

**Introduction and Advanced Web Development**  
HackerYou

**August 2015 – November 2015**

**Certificate,  
Corporate Communications with Honours**  
Humber College

**September 2012 – March 2014**

**Bachelor of Arts,  
Specialization in Theatre with Honours**  
University of Ottawa

**September 2004 – June 2009**