



# Athena Johnston

DIGITAL MEDIA AND  
MARKETING SPECIALIST

## ABOUT ME

I am an individual who thrives in a team centric environment. When working on projects, I enjoy brainstorming new creative ways to solve problems, and would consider myself a systems thinker. I take feedback well, and pride myself on my ability to implement lessons learned.

During my free time, I have been teaching myself to code by putting together a personal website.

You can check it out here:

<<link>>

## MY CONTACT



613-983-8436



athena.e.johnston@gmail.com



www.linkedin.com/in/athena-johnston

## HIGHLIGHTS OF QUALIFICATIONS

- Fanshawe College Graduate excelling in both verbal and written capacities, achieving President's Honour Roll upon graduation.
- Demonstrated exceptional organizational ability when handling multiple tasks, working on projects valued up to \$20M.
- Experienced writing succinct email copy for marketing campaigns, circulating to databases of up to 600 patrons.

## EDUCATION HISTORY

2017 - 2019

### FANSHAWE COLLEGE

Business Marketing (Co-op)

## JOB EXPERIENCES

2020 - 2021

### PROJECT COORDINATOR - ALLTRADE INDUSTRIAL CONTRACTORS

- Led weekly team meetings to address project progress, demonstrating initiative.
- Developed and maintained project spreadsheets (RFIs, Submittals, Documentation Log, etc.).
- Created quality documents and ensured all contractual obligations and other standards are met with an attention to detail.

2019 - 2020

### PROJECT SERVICES - ALLTRADE INDUSTRIAL CONTRACTORS

- Processed financial documents including contracts, expense reports and invoices. working collaboratively with the payroll, projects and finance departments.

2018 - 2018

### DIRECT MARKETING ASSISTANT (CO-OP) - STARTFORD FESTIVAL

- Collaborated with social, graphics, digital media, and other professionals within the marketing department on large- and small-scale marketing campaigns.

# Athena Johnston

DIGITAL MEDIA AND  
MARKETING SPECIALIST

## SKILLS



Time Management      Concept Thinking      Initiative

## SOFTWARE



## ACHIEVEMENTS

### DEAN'S HONOUR ROLL – FANSHAWE COLLEGE

Named to the Dean's Honour Roll for academic excellence for all school years. Accredited to students with a 3.90 GPA or higher.

### PRESIDENT'S HONOUR ROLL – FANSHAWE COLLEGE

Achieved President's Honour Roll – Accredited to students with a cumulative GPA of 4.0 or higher upon graduation.

### ONTARIO COLLEGES MARKETING COMPETITION (OCMC)

Participated in the Ontario Colleges Marketing Competition and placed fifth out of twelve Ontario colleges overall.

### MICROSOFT EXCEL, LINKEDIN SKILL ASSESSMENT BADGE – LINKEDIN

Achieved through proficiency in the MS Excel Assessment.

## VOLUNTEER EXPERIENCES

2019 - 2021

### CHARITY COMMITTEE MEMBER – ALLTRADE INDUSTRIAL CONTRACTORS

- Collaborated with other committee members to:
- Plan and delegate the necessary steps to execute agreed-upon events.
- Brainstorm new fundraising ideas.
- Review and discuss the success of previous events (ROI).
- Put together media (flyers, emails) to gain interest and participation.

2018

### STUDENT VOLUNTEER - FANSHAWE COLLEGE

- Volunteered at Fanshawe's 2018 Spring open house, the school's second-largest annual marketing event.
- Conducted tours of the school's facilities.
- Promoted the college and ensured all attendees left satisfied.

2015 - 2017

### VOLUNTEER - CHARTWELL ROYALCLIFFE RETIREMENT RESIDENCE

- Arranged outdoor activities for the residents during the summer.
- Helped organize the annual Fall 2017 open house.
- Greeted prospects and gave information to conduct self-guided tours.