



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.

MY CONTACT



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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.

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SKILLS



Time Management Concept Thinking Initiative

SOFTWARE



LANGUAGES

HTML

CSS

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.