

Rebecca Kerswell

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OBJECTIVE

I am seeking a marketing communications type position with a client focused organization where I can benefit the team by bringing two years of marketing experience and a variety of skills that include, but is not limited to: copywriting, organization, time management (meeting deadlines), project management, social media management, and graphic design.

KNOWLEDGE, SKILLS, & ABILITIES

Social Media

- Developing digital marketing plans and communication strategies
- Managing corporate social media accounts
- Developing social media strategies
- Building personalized Facebook pages and tabs
- Running contests on Facebook and Twitter to increase fan base

Graphic Design

- Designing company brochures, promo cards, contest signs
- Creating original company graphics for social media posts
- Skilled with Adobe InDesign and Photoshop

Marketing Communications

- Developing marketing communications plans and strategies
- Strong copy-writing and communication skills
- Creating and managing a personal blog
- Experience with e-mail marketing and template building
- Expert with Excel, Powerpoint, and Word
- Excelled in website development and maintenance (Wordpress)
- Trained to use CRM software to target sales

Public Relations

- Educated and familiar with Public Relations practices.
- Experienced creating Media Kits around company events
- Researching editorial opportunities
- Compiling a list of local media contacts
- Coordinating local print and radio interviews
- Distributing company to the public through our website and social media pages
- Comfortable attending business and social networking events

EDUCATION

BBA - Marketing Communications Management
Camosun College, 2014

Diploma in Management
Camosun College, 2014

Diploma in Marketing, with Internship Designation
Camosun College, 2012

High School Diploma,
Brentwood College School, 2007

EXPERIENCE

Marketing Communications & Public Relations Intern Drink Rumble

April 2013 to January 2014

- Developing a 6 month digital marketing and communications plan
- Managing social media accounts (Facebook, Twitter, Instagram)
 - Creating personalized Facebook tabs (about, store, Twitter feed)
- Running contests with community partners to increase likes and followers (Thrifty Foods)
- Graphic design: creating company promotional material
 - Original social media posts, brochures, promotional cards, contest signs and infographics
- Company spokesperson at events, and demonstrations at tradeshow, events and product retailers
- Website development and maintenance

Sales & Community Engagement Coordinator ChatterHigh

May to December 2012

- Cold call sales and use of CRM software
- Host 20+ presentations to groups as large as 150
- Act as company spokesperson to build positive relationships and image with members of the BC secondary community
- Post-secondary market research to support company expansion to all Canadian provinces

Contributing Journalist NEXUS (Camosun Student Newspaper)

January to April 2012

- Conduct interviews, meet deadlines, and write bi-weekly articles.

Promotions & Community Relations Intern /A\ News Vancouver Island (Now CTV2)

January to August 2011

- Social media strategy and management (Facebook)
- Event planning and management (contests, fundraisers)
- Liaise with clients, sponsorship preparation and execution
- Script writing for on-air mentions

REFERENCES

Paul Underhill
Founder, Owner
Drink Rumble

Contact:
Phone -
Email -

Lee Taal
Founder, Owner
ChatterHigh

Contact:
Phone -
Email -