

STEPHANIE PAL

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Objective

Self-motivated, bilingual Business School Graduate, with a proven ability to relentlessly deliver results in mid-level marketing roles at national organizations within the Food Industry. Possessing strong project management skills, an ability to develop relationships with ease, and an infectious passion for holistic living, Stephanie is eager to obtain the Retail Marketing Manager role at the nation's first and largest integrative pharmacy chain, *Pharmaca*.

Professional Experience

Marketing & Community Manager, FoodiePages.ca, Toronto ON

07/ 2013 – 04/2014

- Directed operations of B2C E-Commerce market that connects Canadians with the best natural, artisan Food and Wine Makers from across the nation. Created a comprehensive marketing strategy focused on building brand awareness and growing traffic, while managing a limited startup budget. Initiatives included email marketing, social media mgmt., media pitches, PR/event planning, affiliate contests, AdWords campaigns, and content creation (video, photography and creative).
- Increased sales by 40% in Nov-Dec, during the site's largest sales period and improved user experience by tailoring site design which doubled avg. time spent on the site.
- Handled all customer service outlets, oversaw all order fulfillment and managed vendor sales and relationships.

Assistant Brand Manager, Milestones Grill & Bar, CARA Operations Ltd., Toronto ON

07/ 2012 – 07/ 2013

- Managed Menu Development, Local Restaurant Marketing and 'In Restaurant' marketing promotions (incl. Music and Uniform strategy) throughout national 50 Unit Restaurant network, while maximizing and managing a \$1.5M budget.
- Led a 10-member cross-functional team to develop, execute and manage the performance of 3 menu launches, supported by integrated traditional and digital ad campaigns (incl. Social Media channels & email marketing), resulting in a 4% increase in Guests Counts and a 5% increase in Avg. Guest Cheque for the quarter.
- Responsible for developing a Local Restaurant Marketing strategy for existing and new Restaurant openings, supported by an Online "Toolkit" Portal for Operators to access "How-To" Guidebooks; recommended tactical promotions; web & print collateral; and e-training resources.
- Praised for work ethic and ability to adapt quickly and positively to change amidst turbulent times for the organization.

Brand Assistant, Marketing Excellence & Bon Appetit Gift Card, CARA Operations Ltd., Toronto ON

03/ 2012 – 07/ 2012

- Acted as an in-house marketing consultant for Canada's largest full-service dining company (700+ units), whose multi-brand portfolio includes Milestones Grill & Bar, Swiss Chalet, Kelsey's Neighborhood Bar & Grill, Montana's Cookhouse and Harvey's. Leveraged the organization's scale to drive efficiencies through cross-brand corporate marketing initiatives including managing agency partners; data collection, analysis, & synthesis; industry research presentations for Management Team; and development of a weekly update on Competitive Analysis & Industry Insights.
- Grew sales by 6% from P6-P12 through management of cross-channel marketing initiatives for the Bon Appétit Gift Card brand. Initiatives included merchandising & promotions across 700+ restaurants; development of corporate sales strategy & materials; managing retail partner relationships; and creating affiliate program sales initiatives.
- Led web development project to improve user experience for online Gift Card sales, resulting in a 15% increase in sales within the online channel over the Holiday period.

Education

Nutrition Therapy Program, Nutrition Therapy Institute, Denver, CO

currently enrolled

- Currently enrolled in part time studies to develop foundational knowledge of holistic nutrition for my own personal development.

Bachelor of Commerce, Queen's University, Kingston, ON

2011

- Participated in an exchange semester at the University of St.Gallen, HSG, Switzerland (2010).

Work Related Proficiencies

- Fluent in English and French
- Proficient with Microsoft Office Windows (Word, PowerPoint, Excel, Outlook), WordPress and Social Media platforms (Facebook, Twitter, Instagram, Pinterest).

Interests & Involvements

- Food, health and wellness obsessed. Eager to learn more about nutrition and passionate about educating others. Interested in interacting with people, building innovative concepts and exploring the world (have travelled to 35 countries).