

Jasmine Singh-Ledoux – DIGITAL MARKETING INTERN

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LANGUAGES

French - Spoken and written

English - Spoken and written

EXPERIENCE

Account Coordinator, OPMpros - June 2016-February 2017

- Assisted in managing outsourced affiliate marketing programs in the US, CA and internationally: **Canon eStore Canada, Tatcha, Fruits & Passion, Matt & Nat, FORZIERI, Souris Mini.**
- Recruited new online affiliate partners and grew existing partnerships using innovative methods.
- Managed the affiliate promotional calendars: optimized brand exposure by booking media placements and negotiating rev-share placements.

Digital Marketing Specialist, Jara List Management Inc. – May 2015-June 2016

- Executed digital marketing campaigns: Display Advertising, Email Marketing, Social, PPC and SEO.
- Managed a niche online community.

Marketing Communications Intern (Co-op internship), Uni-Sélect – January-April 2015

- Created and translated branded internal and external marketing communications.
- Planned and coordinated an annual networking event amongst our clients (500 attendees).

Marketing Intelligence Intern (Co-op internship), Colliers International – April-September 2014

- Performed market research for a corporate white paper being issued to clients.
- Optimized the company's client relationship management system.

EDUCATION

John Molson School of Business, Montréal, Québec - Bachelor of Commerce, major in marketing. Graduated as a member of the Co-op program. September 2012-April 2016

Dawson College, Montréal, Québec - Commerce, with honors distinction. September 2010-June 2012

Collège Beaubois, Montréal, Québec - DES. September 2005-June 2010



SKILLS AND INTERESTS

I have strong interpersonal skills and take a high interest in people, culture and society. Personal development is very important to my growth. I am currently enrolled in an introductory level web development course at Lighthouse Labs which allows me to further familiarize myself with the IT skills required to reach consumers through online marketing channels. I am an animal enthusiast and have volunteered at the SPCA as a dog walker as well as at the adoption center. I also carry a love for water sports and have been on swim teams and synchronized swimming teams from the age of four. My passion for swimming followed me through my early professional career as I have lifeguarded at the Y.M.C.A and coached at a summer community pool for 5 years. I am presently on the Westmount YMCA Masters Swim Team.

REFERENCES

Available upon request.