

Work Experience:

ThoughtWorks, *London*

Business Analyst

October 2014 - Present

- Works with development teams to deliver bespoke software for clients within London and Europe.
- Collaborates with product owners, business sponsors, subject matter experts and development teams.
- Supports training workshops for agile and lean best practises on client-site.

STEAK Group, *London*

Account Manager

May - October 2014

Senior Account Executive

June 2013 - April 2014

Account Executive (Digital)

August 2012 - May 2013

Clients: Selfridges & Co, Wowcher, Debenhams, Virgin Holidays

STEAK is a digital marketing agency in London, New York & Melbourne. Part of the Dentsu network.

- Ran paid search, YouTube & remarketing campaigns, working to a variety of KPIs & business objectives.
- Worked closely with Google representatives to trial betas and expand services for clients.
- Supported Christmas paid search strategy for Selfridges to reach high revenue targets over peak.
- Led analysis and strategic recommendations for Selfridges' international paid search strategy.

DentsuBos, *Toronto*

Social Media Freelancer

August 2011 - July 2012

Client: HomeSense

- Managed a Facebook community of over 100,000 fans (English & French) for the HomeSense account.
- Interpreted insights & analytics to gauge performance across all platforms and find opportunities for growth.

Client Services Intern

Clients: HomeSense, Smart Set

May - August 2011

- Performed competitor research and analysis, wrote and delivered creative briefs, developed project schedules, handled billing, worked closely with studio to guide building of online, out of home and print ads.

Education:

McGill University, *Montréal*

September 2008 - May 2012

Bachelor of Arts - Major: English Literature, Minors: Marketing & Psychology

Hugh Brock Scholarship: Reflects minimum A average over the last two years of study.

Associate Post-Production (Video) Editor at TVMcGill

January 2011 - May 2012

Skills:

Languages - English, French (fluent, written & spoken)

Digital

- **Analytics:** Google Analytics, IgnitionOne, DC Storm, IBM Core Metrics, Facebook, YouTube
- **Tracking:** IgnitionOne, Mediaplex, DC Storm, IBM Core Metrics, Google Analytics
- **Certifications:** Google Advertising Fundamentals, Google Search Advertising Advanced, Google Analytics IQ

Video Editing - Final Cut Pro (advanced), Adobe After Effects (intermediate)