

## Work Experience:

### **STEAK Group, London**

**Account Manager (Digital)**

**Senior Account Executive (Digital)**

**Clients:** Selfridges & Co, Wowcher

**May 2014 - Present**

**June 2013 - April 2014**

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

- Runs paid search, YouTube & remarketing campaigns, working to a variety of KPIs & business objectives.
- Maintains strong relationships with clients through daily communication on results and strategy.
- Works 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.
- **Core knowledge:** user behavior, targeting, tracking, devices, analytics, international markets.

**Account Executive (PPC)**

**Clients:** Virgin Holidays, Debenhams, Moo.com, Wowcher

**August 2012 - May 2013**

- Grew registrations on the Wowcher account by pursuing opportunities on travel and spa deals.
- Pitched successfully for, built and managed a French paid search account for an existing client.

### **DentsuBos, Toronto**

**Social Media Freelancer**

**Client:** HomeSense

**August 2011 - July 2012**

- 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.
- Represented the Account Director in the Toronto office during the launch of HomeSense Grand Opening.

## Education:

### **McGill University, Montréal**

**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**

**September 2008 - May 2012**

**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)

**Web Design** - HTML, CSS (intermediate), Javascript (basic), Ruby (learning)