



Lindsay Eden

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Portfolio: www.lindsayedenportfolio.wordpress.com

Objective:

To obtain employment in the communications, marketing, and/or event planning industry where I can utilize my skills and knowledge learned during my educational and past work experience.

Skills and Achievements:

- Strong work ethic and eagerness to learn new skills
- Punctual with exceptional time management skills and an appreciation for promptness
- Goal-driven with empathetic leadership skills
- Effective communication skills (written and verbal) with both team members, employers, and clients
- Highly organized and efficient in busy work environments; efficiently able to prioritize
- Ability to pay close attention to detail
- Competent at creating and editing copy
- Problem solving skills; able to recognize a problem and execute the necessary steps to fix it
- Proficient in Microsoft Office including Word, Excel, PowerPoint, and Adobe Creative Suite including Photoshop, InDesign, and Illustrator with ability to learn new software quickly
- Competent with social media platforms including Twitter, Facebook, Instagram, LinkedIn, and Wordpress
- Working knowledge of HTML and CSS; enrolled in the Intro to Web Development course at BrainStation
- Recipient of the Communications Technology Print and Graphic Design Award

Education:

Integrated Marketing Communications, Post-Graduate Diploma

Sept. 2014 – April 2015

Conestoga College – Kitchener, ON

- Developed IMC plans for clients in need of marketing assistance, including a field placement
- Knowledge of advertising, business practices, corporate communication, public relations, branding strategy, graphic design, media relations, consumer research, project and event management
- Acted as Project Manager on a team of six peers to plan and execute a charity fundraiser

Communication Studies, B.A. Honours

Sept. 2010 – April 2014

Wilfrid Laurier University – Waterloo, ON

- Two minors in Psychology and Sociology
- Awarded \$2000 entry scholarship
- Residence House Council Community Representative; involved in planning residence events and campus-wide activities
- Member of Programming Committee in first year; assisted the don in event planning and organization



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Experience:

Event Coordinator Intern

Jan. 2015 – April 2015

Sparks Event Marketing – St. Jacob's, ON

- Created an Integrated Marketing Communications (IMC) plan for the company, including plans for public relations, social media, and advertising strategy
- Worked alongside client to produce an IMC plan that would benefit the company by expanding the customer base; formally presented IMC plan to client at the end of internship
- Assisted the Operations and Client Services Team in the development, planning, coordination, and execution of multiple programs/events across a diverse client base
- Conducted research and gathered pertinent information to assist in the development of new programs/events

Junior Data Analyst

May 2012 – April 2015

Manulife Financial – Waterloo, ON

- Worked within the Distribution Services team
- Frequently used Excel for organizational and analytical purposes
- Performed data updates to advisor records across multiple systems; updates required a good understanding of the administrative systems and various computer programs
- Managed a variety of high volume tasks requiring accuracy and attention to detail while maintaining defined turnaround times
- Concise and positive communication with advisors to validate and collect personal and confidential information
- Ability to patiently and responsively communicate with clients through email and call centres
- Identified process improvement opportunities

Integrated Marketing Communications Consultant

Nov. – Dec. 2014

Waterloo Regional Police, Hate Crime and Extremism Investigative Team – Waterloo, ON

- Collaborated with peers and client to develop an IMC plan in order to raise awareness about cyber-bullying in local high schools
- Created and conducted a 100 person survey to gain perspective on intended target market
- Developed creative briefs for a new logo, poster, social media content, and website
- Advised and directed graphic designers as to what the client wanted for collateral; approved all branding decisions, printed collateral, and presented collateral to the client
- Produced error-free, carefully edited copy
- Presented a comprehensive IMC plan that included branding and public relations; public relations plan considered social media strategies and traditional media

Cashier

July 2011 – Feb. 2013

Garage Clothing – Waterloo, ON

- Worked on cash, helping to ensure that each customer's experience was memorable and enjoyable
- Performed hourly operating budget analysis

Product Consultant

Aug. 2008 – Nov. 2011

M&M Meat Shops – Waterloo, ON

- Thorough knowledge about company products in order to assist customers and answer their questions
- Conducted operational and administrative duties that contributed to consistent daily cash audits

References Available Upon Request