

# JANELLE FURBER



## SKILLS

- Interpersonal Skills
- Brand Knowledge
- Sales Experience
- Time Management
- Product Knowledge
- Customer Service Skills
- Community Management
- Preparing Sales Reports
- Communication Skills
- Sample Distribution

## EDUCATION

2012  
2008



### HARVARD UNIVERSITY

Certificate in Design / Urban Design from the Harvard Graduate School of Design



### UNIVERSITY OF TORONTO

Honours BA. in Environmental Studies, Geography and Urban Studies

## WORK EXPERIENCE

2013



### MATCH MARKETING GROUP : SALES REPRESENTATIVE / BRAND AMBASSADOR

Created a positive experience for consumers to increase Nespresso brand awareness and educates the consumers on the value of the Nespresso products; Delivered key messages, provided personalized advice, distributed product samples and reported on promotional results



### SRS CONSULTING ENGINEERS INC. : SUSTAINABILITY ANALYST

Managed six LEED condo projects and maintained communication between developers, architects, contractors, and engineers to fulfill LEED certification requirements; organized and consulted with project owners, engineers, and construction managers to ensure the LEED building requirements met deadlines



### FOOD AND WATER INSTITUTE : SOCIAL MEDIA COORDINATOR

Developed content for the organization's education guides and wrote blog posts on issues associated with global water and food scarcity; Created, managed, and contributed to the social media channels (Twitter, Facebook, and Wordpress) which increased the Food and Water Institute's overall website traffic

2012



### UNIVERSITY OF TORONTO SUSTAINABLE ENERGY FAIR : COMMUNITY CHAIR

Oversaw and managed the hiring process of the exhibitors, guest speakers, and special guests for the 9th annual University of Toronto Sustainable Energy Fair; Collaborated with undergraduate students, graduate students, research groups and professors to create interactive displays and presentations



### TORONTO RENEWABLE ENERGY CO-OP : MARKETING INTERN

Designed promotional materials, managed social media channels, attended events, and contributed to TREC's member services department to raise overall brand awareness for SolarShare's investment bonds; Managed SolarShare's social media platforms which contributed to SolarShare's investment goal of \$1.7 million

2011



### UNIVERSITY OF TORONTO SUSTAINABILITY OFFICE : COMMUNICATIONS INTERN

Designed the framework for the Green Office Certification Program; The design process included: conducting preliminary research, designing the program's graphics, collaborating with Ivy-League green office programs, and presenting the final program to the University of Toronto staff and faculty

## CONTACT ME

Janelle Furber

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### Social Media

[ca.linkedin.com/pub/janelle-furber/55/ab/807/](https://ca.linkedin.com/pub/janelle-furber/55/ab/807/)

[@janellefurber](https://twitter.com/janellefurber)

## PRAISE

*"An enthusiastic individual who showed a great sense of passion for sustainability"*

- Tyler Hunt, Project Coordinator, University of Toronto Sustainability Office

*"Always an enthusiastic participant in the chapter's philanthropic activities, demonstrating the ability to meet challenges with creativity and resolve."*

- Annemarie Brissenden, Senior Advisor, Kappa Kappa Gamma

*"Janelle demonstrated a strong aptitude for defining challenges and outlining a path of inquiry to address the defined issues. This clarity of approach was coupled by Janelle's excellent work ethic, resulting in project proposals that were thoroughly contextualized"*

- Danish Kurani, Instructor, Harvard Graduate School of Design