

Natalie Di Felice

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EAGER TO APPLY AND DEVELOP MY SKILLS IN MARKETING IN A DYNAMIC ENVIRONMENT. POSITIVE ATTITUDE AND QUICK STUDY.

SKILLS

Skills include planning, multi-tasking, public relations, promotions and leadership. Extensive use of multiple social media platforms, Microsoft Office and Quickbooks.

WORK EXPERIENCE

July-August 2013

Brand Ambassador - Newad

Participated in execution of various types of experiential promotional events by educating consumers on various brands and providing product samples

July-August 2012 and 2013

Finance Summer Student - Associated Producers Ltd

Was responsible for monthly bank reconciliations, film cost reporting, deposits, accounts payable, cheque preparation and HST returns; worked primarily in Excel, Word and Quickbooks

May-June 2013

Marketing and Communications Intern

AIIESEC Global Internship, Eco-Friendly Conference and Competition in Milan, Italy

Was responsible for marketing, public relations, and creating promotional material to profile the Conference and Competition using social media networks including Blogspot, Facebook and Instagram; in charge of coordinating VIP guests and vendors, conference logistics and campus promotions

September 2010-August 2011

Marketing Intern (part-time coop placement & summer student)

Arrive Alive DRIVE SOBER, City of Toronto

Prepared marketing packages and attended high school and charity events; updated social media platforms such as Twitter, Facebook and Mobile App; tracked Public Service Announcements and monitored donations

VOLUNTEER WORK

Marketing Representative for Laurier Investment and Finance Association

AIIESEC Laurier

Recruitment Coordinator, 2013-2014

Learning and Development Coordinator, 2012-2013

Manager of Varsity Girls Volleyball team, 2011-2012 season

Co-Coach of Varsity Boys Volleyball team, 2011-2012 season

President of Franklin Athletic Association, 2011-2012

EDUCATION & ACHIEVEMENTS

Wilfrid Laurier University, Honours Bachelor of Business Administration, 2012 - present

Prospect Marketing Major

Resident of Business and Economics Residence Learning Community, 2012-2013

Ontario Secondary School Diploma with Honours, Ursula Franklin Academy, 2012

Leadership Award

Senior Female Athlete of the Year

Toronto Secondary School Women's Athletic Association Scholarship