

# CHRISTIE PARK

## EDUCATION

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### **University of Western Ontario**

**2012 - Current**

- Pursuing an undergraduate degree in Management and Organizational Studies
- Consumer Behaviour Specialization
- Dean's Honor List, Scholarship of Excellence

## STRENGTHS & INTERESTS

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- Knowledgeable in MS Word, Power Point, Excel, Adobe Photoshop and Social Media
- Strong communication skills in both verbal and written form
- Ability to multitask, prioritize and work enthusiastically under pressure
- Interests: Culinary Experiences, Technology, Health & Beauty, Running, Graphic Design

## PROFESSIONAL & VOLUNTEER EXPERIENCE

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### **Marketing Intern, Demac Media (Toronto, ON)**

**Summer 2014**

- Executed social media campaigns and monitored various channels to track trends and industry news resulting in 48% growth in marketing performance
- Created content for blog posts and assisted in the development and distribution of marketing materials such as trend reports, email newsletters and eBooks
- Compiled and analyzed monthly and quarterly e-commerce statistics using Google Analytics
- Helped organize and drive attendance to e-commerce forums

### **Sales Associate, Sandro & Maje Boutique (Toronto, ON)**

**Summer 2013**

- Provided excellent customer service by engaging in conversations with customers and demonstrating strong knowledge of products which ultimately generated average sales of \$2000, exceeding the daily goal of \$1500
- Handled cash and performed daily audits in an organized and efficient manner

### **VP Academics-at-Large, Western Social Science Students Council (London, ON)**

**2012-2014**

- Compiled budget requests for department initiatives to be presented to the faculty Dean
- Coordinated volunteer schedules for Fall Preview Day and March Break Open House at University of Western Ontario
- Designed and created a weekly newsletter to inform Social Science students of upcoming faculty events

### **VP Events, Western Get REAL (London, ON)**

**2012-2014**

- Raised awareness of the organization by planning events such as the Get REAL Launch Party
- Planned internal social events to strengthen teamwork and cooperation within the organization

## ACHIEVEMENTS

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### **Feasibility Study Section Representative & Top 10% Finalist (Ivey Business School)**

**Feb 2014**

- Prepared and analyzed projected financial statements, marketing plan and operations strategy

### **Lincoln M. Alexander Award**

**Dec 2012**

- Recognized for outstanding leadership in eliminating racial discrimination by the Lieutenant Governor of Ontario, Minister of Citizenship and Immigration and Lincoln M. Alexander's family