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Sara Locken

Relevant Experience

Brand Ambassador, LAUNCH!

- Barilla Plus Pasta XM Program Coordinator and Field Manager
- Michael Hill and The Bachelor Canada
- LCBO in-store samplings for a number of beer, wine and spirit brands

Account Coordinator, Intern; LAUNCH! March- August 2014

- Recruitment, training and management of in-field teams for Dr. Oetker trattoria cross-Canada tour, Barilla PLUS XM Program, Michael Hill and the Bachelor Canada Augmented reality program, Hellmann's, CLIF Bar and more. Key markets included GTA, Vancouver, Regina, Ottawa, Montreal and Halifax.
- Liaise with clients, prepare reports and market research.

Additional Experience

Server, THE KEG STEAKHOUSE AND BAR; KINGSTON, 2009-2013

- Delegated duties and trained new staff members;
- Received excellent customer feedback and top sales rankings.

Customer Service Representative (Weekend Supervisor), IVANHOE CAMBRIDGE; NEWMARKET, 2006-2009

- Assisted and liaised with customers; extension of marketing team coordinated promotional events; assisted the Senior Tourism Manager in organizing community events.

Administrative Intern, YOUNG DRIVERS OF CANADA; NEWMARKET, 2008

- Administrative support tasks; sales calls; data entry; payment processing; mailings.

Education



Humber College, The Business School
Marketing Management,
Post-Graduate Certificate, May 2014
•honours standing



Queen's
UNIVERSITY

Queen's University
Bachelor of Arts, History, May 2013
•First year program at the Bader
International Study Centre in
Herstmoncuex, England
•Summer archaeological program with New
Bulgarian University in Varna, Bulgaria

Volunteer Experience

THE KEG SPIRIT FOUNDATION- Volunteer 2009-2013

- Coordinated required pre-event planning and on-site support for many events including: Taste of Kingston Food Festival, Heart and Stroke 'Big Bike' Ride, and implementing an annual Kingston Keg Charity Golf Tournament
- Organized volunteers acquired and allocated sponsorships and donations.

QUEENS UNIVERSITY- Orientation Leader 2009-2013

- Led welcoming assembly for more than 200 exchange and international students, focusing on academic preparation, diversity, and transitioning to the Kingston campus;
- Student panel representative during orientation forums.

MAKE A WISH FOUNDATION-Volunteer

- On site and pre-event support for many events, including the 'Rope for Hope' campaign;
- Fundraising Campaign Coordinator, Queen's Student Branch including campaign creation and execution.

Skills and Certifications

- Access to vehicle, Valid G-Class License
- Smart Serve Certified

microsoft office



social media

