

melissa wong

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Portfolio: www.melissawong.portfoliobox.me

Profile

- 5 years of sales and customer service experience
- Creative, passionate about Marketing, with a desire to learn
- Works effectively with team on an Organizing Committee
- Reliable and results-oriented

Experience

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|--------------|---|
| 2014-Present | Square Brand Ambassador Events Marketing <ul style="list-style-type: none">- Represents Square mobile payment technology at events and trade shows in Vancouver- Engages customers with outgoing personality and provides technical support |
| 2014-Present | Brand Ambassador Girls of Glam Inc. <ul style="list-style-type: none">- Represented Shoppers Beauty Boutique in an outdoor activation |
| 2013-Present | Sales Associate La Senza <ul style="list-style-type: none">- Maintains brand, store cleanliness, and provides customer service- Uses company selling behaviours to build sales and loyal customers- High sales per hour ranging from \$150-\$200 |
| 2010-2013 | Sales Associate Garage Clothing <ul style="list-style-type: none">- Succeeded in a fast-paced environment focused on sales- Had excellent product knowledge and customer service which lead to high sales per hour |
| 2013-2014 | Event Manager Banner Bags at Enactus SFU <ul style="list-style-type: none">- Created detailed event logistics and itinerary for a large-scale fashion showcase with 250 attendees- Delegated tasks to a team of 20 volunteers- Acquired internship positions for showcase winners with 2 local fashion designers- Leveraged personal relationships to hire 5 Hair and Make-up Artist volunteers |

2014-Present **Director of External Communications | BASS Mentorship Program**

- Manages and designs content for all marketing campaigns
- In one month, gained more than 60 followers on Facebook, over 50 on Twitter, and over 30 on Instagram
- Communicates effectively with BASS VP Internal and VP Marketing
- Reached out to local businesses to gain in-kind sponsorship and received donations from 12 businesses

2014-Present **Marketing Coordinator | Business Administration Student Society**

- Designs social media cover photos
- Uses Hootsuite to manage all social media content and build relationships with students
- Uses Wordpress to manage BASS website

2012-2013 **Director of Marketing | Windermere Warrior Warehouse**

- Designed promotional posters, window displays, and clothing catalogues
- Created events/fundraisers every month and filled 100% of audience space at events
- Partnered with Math Department to raise funds and Yearbook Committee to increase their sales to International students

Education

2013-Present Simon Fraser University | BBA Candidate in Beedie School of Business
2008-2013 Windermere Secondary School | Athena Fine Arts program

Interests

Photography

- Melissa Wong Photography, Arts Umbrella
- Editorials published in Ellements Magazine (August and October 2013), Impress Magazine, and Alpha-Mary Magazine

Film

- Completed 2 years of Summer Visions Film School

Dance

- Completed 8 years at Goh Ballet Academy, Danzmode, Drive Dance Centre, Vancouver Academy of Dance