Alison D. Gerelus

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**EDUCATION**

**September 2010 – April 2014 Bachelors’ of Science in Nursing (BScN, Honours)**

**University of Ontario Institute of Technology, Oshawa, Ontario**

**PART- TIME EMPLOYMENT EXPERIENCE**

**Molson LCBO Samplings September – November 2014**

**Excel Food Truck at Various Events in GTA June- September 2014**

**Scene All Access – Kongo’s Concert August 2014**

**Sennheiser Canada NXNE August 2014**

**Foster’s Beer Garden at Canadian Rugby League June-September 2014**

**Molson LCBO Kitchen Events June-August 2014**

**Joe Carter Classic VIP Afterparty June 2014**

**Primary Care Conference May 2014**

* **Nurse/ Brand Ambassador promoting Muscle Care Product**

**Green Living Show April 2014**

* **Brand ambassador representing Healthy Planet**

**Visa Paywave Lunch Stunt April 2014**

* **Brand Ambassador interacting with customers, NHL players, Client & MC**
* **Delivering key messaging, energizing fans and bringing enthusiasm to event**

**Canada Goose Coat Check November 2013 – April 2014**

* **Coat check at the Air Canada Centre during Toronto Raptors, Toronto Maple Leafs home games**
* **Promote Canada Goose brand, allow customers to try on sample coats, provide key messaging, daily reporting**

**Axe Peace Photo Booth Event Travel Tour March 2014**

* **Field representative**
* **Taking photos with students at various university campus locations, interacting with students, social media use to promote brand and new line, entering students in contest, sampling new product line**

**George Wyndam Founder’s Reserve December 2013 – March 2014**

* **Throughout greater Toronto area**
* **Promotional representative providing key messaging and sampling to customers**
* **In-store retail sampling serving beverages to customers**

**Moosehead November 2013- March 2014**

* **Cracked Canoe in store retail samplings in GTA serving beverage to customers**
* **Promotional representative providing key messaging and sampling to customers**

**Axe Peace Cinema Sampling Program February 2014**

* **Field Manager**
* **Managing contact with field representatives and account coordinator, reporting**
* **Managing team of 3 field representatives in cinema sampling program**
* **Providing key messaging and sampling to cinema customers**

**Target Pharmacy Awareness Event January 2014**

* **Promotional representative providing key messaging and promotional material to customers, daily reporting**

**Next Issue December 2013**

* **Team lead/ Promotional representative working in street team providing key messaging and promotional products to consumers at local GO Transit stations**

**Level Nightclub November 2013- January 2014**

* **Coat check and bartending in nightclub**

**Barbie VIP Princess Party November 2013**

* **Assisting with event, interacting with guests of event**
* **Promotional representative/ brand ambassador representing Barbie**

**Kobo Arc Tour November 2013**

* **Promotional representative/ brand ambassador representing Kobo brand**
* **Customer interaction, demo of products, providing key messaging and product information, entering customers into promotional contest, daily reporting**

**ATV Sports and Powershow October 2013**

* **Promotional representative/ brand ambassador representing Honda Canada**
* **Customer interaction, entering customers into promotional contest, key messaging**

**NHL/ Bodog Event September 2013**

* **Team Lead**
* **Customer interaction, providing customers with merchandise, getting consumers excited about upcoming NHL season**

**Hyundai Canadian Mall Tour September –October 2013**

* **Promotional representative**

**Visa Get Spotted and Win Promotion September 2013**

* **Customer interaction, entering customers into promotional contest by providing promotional merchandising**
* **Key messaging, daily reporting**

**Scotiabank Buskerfest Toronto August 2013**

* **Promotional representative representing Saputo**
* **Provided samples to consumers, key messaging, daily reporting**

**Taste of the Danforth August 2013**

* **Promotional representative for Healthy Planet**
* **Providing key messaging and sampling of products to consumers**
* **Customer interaction and communication skills**

**LCBO Samplings – WKD Classic Vodka Cooler July-August 2013**

* **Customer interaction and communication skills**
* **Provided samples to customers, key messaging, daily reporting**

**Toronto Festival of Beer July 2013**

* **Promotional representative with Samuel Adams and Moosehead**
* **Serving customers beverages, providing key messaging about brand and products**
* **Customer interaction and communication skills**
* **Maintaining organized and clean workspace while working in fast-paced environment**

**Joe Carter Classic Golf Tournament VIP After Party June 2013**

* **Hostess/ Guest-list**
* **Admitted/ escorted guests into after party, coordinated guest list use**
* **Responsible for managing VIP guest list, confirming guests, entry to event**
* **Hostess, greeting guests, serving beverages to guests**

**Bartending and Bar-Back June 2012-September 2012**

* bar-back and bartender for private parties and events
* serve guests at events of 50-200 people
* work in team, independently
* **Maintain organized and clean workspace while working in fast-paced environment**
* **Customer interaction and communication skills**

Molson Canadian Sampling April 2011

* **Windsor, ON**
* **Customer interaction and communication skills**
* **Provided samples to customers, key messaging, daily reporting**

**EMPLOYABLE SKILLS**

* **Strong written and verbal communication skills**
* **Time management, critical thinking and problem solving skills**
* **Self motivated person capable of productive, unsupervised work**
* **Capable of learning new tasks quickly**
* **Works efficiently both independently and with others**

**QUAILIFICATIONS**

* Smart Serve Certification
* Canadian Red Cross First-Aid Certified
* Cardiopulmonary Resuscitation (CPR) Certified
* Dementia Training – Distress Centre Durham
* Completion of Mindsight – Online educational resource to reduce stigma of mental illness
* Criminal Reference Check – Vulnerable Sector Screening: Last completed June 2012
* Completion of ASIST (Assisted Suicide Intervention Skills Training)
* Completion of TCI (Therapeutic Crisis Intervention) Training

**REFERENCES:**

Available upon request.

