

SUMMARY

I am a recent Commerce Grad with a specialization in Marketing, seeking a Full-time Entry-Level Marketing/Social Media position. I have experience in Marketing, Social Media Management, and Customer Service/Sales.

EDUCATION

DeGroote School of Business, McMaster University
BComm Commerce- Marketing 2018

Google Digital Garage
The Fundamentals of Digital Marketing Certification 2018

EMPLOYMENT

CONTINENTAL CURRENCY EXCHANGE

Branch Teller

Burlington, ON
Sept. 2017 to Current

Delivering superior customer service through strong interpersonal and verbal communication skills, developing long-lasting relationships with clients. Accurately and efficiently handled various types of financial transactions including buying and selling foreign currency, processing: drafts, wires, and prepaid orders.

ACSSU

Marketing Director Intern

Hamilton, ON
May 2017 to Sept. 2017

Designed unique print and digital marketing material for various fundraising events using creativity and strong attention to detail to build brand awareness, resulting in greater funds raised. Collected and reported analytics for Google Ads and Facebook Insights to determine best possible strategies, generating higher traffic on websites and social media channels. Created and edited written content on website to improve visibility on search engines.

FORTINOS SUPERMARKET

Bread & Pizza Clerk

Hamilton, ON
June 2015 to May 2017

Willingly took on leadership roles and facilitated open communication with team, sharing necessary information to carry out tasks in a timely manner. Used great multi-tasking abilities during times of high store traffic to handle multiple orders simultaneously, ensuring each customer is satisfied.

UNPAID

LAVISH STUDIO · Social Media Manager
Hamilton, ON

March 2018 to Current

Managing Instagram platform by developing eye-catching content and interacting with followers to increase brand and product awareness.

MCMASTER COMMERCE GRADUATION FORMAL COMMITTEE · Marketing Executive
Hamilton, ON

Nov. 2016 to March 2017

Created engaging content for social media platforms including Facebook and Twitter, successfully capturing the desired audience's attention and increasing the number of ticket sales by 30% from previous year. Utilized Adobe's Photoshop to develop print and digital ads to raise awareness for the event.

SKILLS

DESIGN: Adobe Illustrator, Adobe Photoshop, Adobe Acrobat, Sketch App Design

COMPUTER: Microsoft Word, Microsoft Excel, Microsoft PowerPoint, WordPress

SOCIAL MEDIA/ANALYTICS: SEO, SEM, Google AdWords, Facebook Insights, HTML, CSS, Instagram, Twitter, LinkedIn

AWARDS

McMaster University · MCMASTER ENTRANCE SCHOLARSHIP

Sept. 2014

INTERESTS

Travelling

Europe, Australia, United States, Middle East & within Canada

Reading

Personal Development and Design