

Amanda Mongrain

MARKETING STUDENT & CONTENT COORDINATOR

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PROFESSIONAL SUMMARY

Marketing student specializing in strategy, social media, and communications with experience in content creation, client engagement, and campaign support. Strong communicator with a background in fast-paced service environments and a passion for strategic storytelling and brand development.

AREAS OF EXPERTISE

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|-----------------------|--------------------|-----------------|--------------------|
| Social media strategy | Content creation | Brand voice | Visual consistency |
| Customer engagement | Content scheduling | Time management | Team collaboration |

EXPERIENCE

WAITRESS | Pur & Simple, Ottawa | November 2024 to present

- ❖ Responsible for taking orders (food/alcohol).
- ❖ Memorized over 75+ menu items and helped guide guests to their ideal dining experience.
- ❖ Maintained an average sales cheque of \$28+ consecutively by upselling for 7 months.
- ❖ Maintained fast service in a timely and efficient manner.
- ❖ Attentively listened and served guests.
- ❖ Carrying large trays and multiple plates.

WAITRESS | Perkins Restaurant & Bakery, Ottawa | March 2019 to September 2024

- ❖ Responsible for taking orders (food/alcohol).
- ❖ Onboarded & delivered exceptional client service to 150 customers per shift during peak times.
- ❖ Managed the POS system and entered 50+ orders per hour with zero errors.
- ❖ Helped train 10+ new staff to use the technical systems.
- ❖ Maintaining fast service in a timely and efficient manner.
- ❖ Attentively listening and serving guests.
- ❖ Carrying large trays and multiple plates.

SOCIAL MEDIA ASSISTANT (SEASONAL) | CIC, Ottawa | June 2024 to August 2024

- ❖ Assisted in developing engaging social media content, including graphics, captions, and videos, aligned with brand voice and strategy.
- ❖ Managed content scheduling across platforms using tools like Business Suite and Buffer, ensuring timely and consistent posting.

SERVER ASSISTANT | Harmon's Steakhouse | September 2022 to April 2023

- ❖ Responsible for assuring water and wine glasses are always filled.
- ❖ Preparing all amenities for each course.
- ❖ Setting tables in a neat fashion.
- ❖ Working in teams and clearly communicating among peers.
- ❖ Maintaining fast service in a timely and efficient manner.
- ❖ Attentively listening and serving guests.

HOSTESS/CASHIER | Perkins Restaurant & Bakery, Ottawa | February 2019 to July 2020

- ❖ Onboarded and delivered exceptional client service to 200 customers per shift during peak times.
- ❖ Seated customers according to a correct floor plan.
- ❖ Handled payments and receipts.
- ❖ Prioritised tasks according to restaurant flow.
- ❖ Ensured a clean environment of the restaurant.

HOSTESS | East Side Marios, Ottawa | August 2018 to January 2019

- ❖ Responsible for friendly greeting.
- ❖ Seating customers according to a correct floor plan.
- ❖ Ensuring a clean environment of the restaurant.

TAKE-OUT CASHIER | Rôtisserie St. Hubert, Ottawa | August 2017 to July 2018

- ❖ Responsible for taking orders by phone and drive-through.
- ❖ Ensuring a kind and efficient service.
- ❖ Bagging and handing out orders to guests.

VOLUNTEERING

SOCIAL MEDIA ASSISTANT | DTBV, Ottawa | September 2023 to present

- ❖ Assisted in developing engaging social media content, including graphics, captions, and videos, aligned with brand voice and strategy.
- ❖ Managed content scheduling across platforms using tools like Business Suite and Buffer, ensuring timely and consistent posting.

COOP

MERCHANDISER/ ART CREATOR | Deserres, Ottawa | September to January 2019

- ❖ Responsible for organising art supplies.
- ❖ Directing customers according to their needs.
- ❖ Creating and planning store displays.

MARKETING & EDUCATION

ADVANCED DIPLOMA IN ADVERTISING & MARKETING COMMS | Algonquin College, Ottawa |
September 2023 to April 2026 (In progress)

- ❖ Integrated marketing communications (IMC), campaign strategy and planning, consumer insights, and market research.
- ❖ Copywriting and content creation, digital and social media marketing, and media planning fundamentals.
- ❖ Basic analytics and performance tracking, client presentations, and teamwork in agency-style projects.

DIG AGENCY | Algonquin College, Ottawa | September 2023 to April 2025

- ❖ Member of a fully functional in-program agency, rotating between roles such as Account Executive, Copywriter, Strategist, and Graphic Designer.
- ❖ Executed campaigns for real clients including Helping with Furniture, Mighty Maestro, and Friends of the Earth.

HIGH SCHOOL DIPLOMA | De La Salle High School, Ottawa | 2020

TOOLS & PLATFORMS

Adobe Photoshop | Adobe Illustrator | Adobe InDesign
Canva | Meta Business Suite | Buffer
Microsoft Office | Google Workspace

CERTIFICATIONS

Social Media Certified (HubSpot Academy) | Valid from: Dec 3 2025 - Jan 2 2028
Google Analytics Certified (Google) | Valid from: October 20 2025 - October 20 2026
Hootsuite Platform Certification (Hootsuite Academy) | Valid from: February 19 2025
Project Management Certified

REFERENCES AVAILABLE UPON REQUEST

