



EDUCATION

Sept 2010 - May 2015

University of Ottawa

Honours Bachelor of Arts

Major in Communications

Major in Theatre

CERTIFICATIONS

- WHMIS Training
September 2013
- Leader Action Training
June 2013, 2014, 2015
- Sensitivity Training
August 2013 & 2014
- Smart Serve
August 2011
- Active Listening Training
August 2011

SOFTWARE SKILLS

- Adobe Photoshop (series)
- Adobe Premiere (series)
- Adobe InDesign (series)
- Adobe Bridge CC
- Adobe Animate CC
- Adobe Illustrator CS6, CC
- Final Cut Pro 7, 10
- Microsoft Office Suite
- Audience View (and very basic HTML coding)
- Mailchimp
- Trello (team project management software)
- Mac OS / Windows OS
- Social Media (Facebook, Twitter, Snapchat, Instagram, LinkedIn, etc.)

RECENT WORK EXPERIENCE

Drayton Entertainment

May 2017 - Present

MARKETING & DEVELOPMENT ASSOCIATE

General Design: Responsible for brand adherence and CTA/show rights adherence in creating the company's graphics (for marketing or other departments), merchandise, promotional materials, advertisements, campaigns and more. Wrote creative copy for many pieces.

Front-of-House: Based on marketing strategy, created and maintained all FOH materials such as video screens, signage, show photo backdrops, merchandise, literature, program insertions, etc., including the delivery and setup at theatres.

Digital: Regularly maintained the graphics portion of the website, and other changes if required using the Audience View system to ensure the website is up-to-date and accurate. Consistently created digital ads, along with email and social content.

Advertising: Liaised with the development department to coordinate all advertisers in our large printed pieces, including rate card creation and occasional sales. Tracked and monitored tear sheets to ensure ads are printing as expected. Researched and book new print and digital advertisements within a specific budget.

Photography: Coordinated the promotional and archival photo and video shoots for each show, booking photographers, and shooting and editing photo or video for the productions as required. Attended occasional special events and openings to act as an event photographer, taking new photos to refresh graphics throughout the year, proactively creating content for future use. Took occasional photos for props department.

Community & Tourism Marketing: Assisted with coordinating and attending outreach events as needed. Assisted in literature distribution, ensuring all marketing materials remain relevant. Supported efforts of the community support ticket program to fill seats.

Vector Marketing Canada

April 2014 - Present

BRANCH MANAGER & DISTRICT MANAGER

MARCH 2015 – JANUARY 2017

Administrative: Ordered office stock, submitted weekly payroll, maintained cash flow and budget. Submitted sales reports, staff forecasting, and efficiency reports weekly.

Human Resource Management: Created job descriptions. Screened, interviewed and hired candidates, resolved conflict, fired employees if deemed necessary.

Networking: Built solid relationships with representatives, managers, local merchants. Applied for bank accounts, negotiated office rental agreements and furniture acquisition. Attended personal and business growth seminars and conferences.

Leadership: Ran weekly training seminars and weekly motivational staff meetings for representatives to maintain sales consistency and efficiency. Created and ran training for new receptionists and assistant managers as needed. Conducted personal coaching sessions with sales representatives to inspire hard work, job and life fulfillment.

RECENT AWARDS

- 2018
K-W Musical Productions
Lloyd Nyland Award for outstanding "extra effort" in community theatre.
- 2014-2017
Vector Marketing
Various awards for sales excellence.

SELECTED VOLUNTEER WORK

- 2009-2019
Production, Marketing & Sponsorship Manager
Korah Musical Theatre
- 2016-2017
Marketing Chair
Korah C&VS 50th Reunion Committee
- 2014-2015
President
uOttawa Musical Theatre
- 2011-2012
VP Information
uOttawa Communication Student Association
- Summer 2010
Entertainment Manager
Taste of Scandia
- 2007-2009
Planning Committee
Finnish Grand Festival
- 2005-2010
Camera Operator
Shaw TV
- 2005-Present
Various roles (on and off stage) for local community theatres.

INDEPENDANT SALES REPRESENTATIVE/ASSISTANT MANAGER

APRIL 2014 – PRESENT

Demonstrated and sold Cutco Cutlery direct to clients using a combination of soft and hard sales techniques. Built customer base, keeping consistent sales results. Provided excellent customer service to drive repeat orders and positive word of mouth advertising. Assisted with the above District Manager tasks as an Assistant Manager. Currently over \$200,000 in career sales.

OTHER RELEVANT WORK EXPERIENCE

Freelance

May 2012 - May 2017

GRAPHIC DESIGN, MARKETING & VIDEO

Developed logos for a new Vector Canada "Learn Grow Dream" campaign, and designed consistent marketing material for both traditional recruiting and the Cutco At Home market. Wrote (and designed) websites, sponsorship packages, press releases and radio ads. Filmed and edited videos (including occasional SHAW TV stories).

University of Ottawa

May 2013 - 2015

VICE PRESIDENT OF COMMUNICATIONS, STUDENT ASSOCIATION OF THE FACULTY OF ARTS

Marketing: Designed, maintained and implemented new campaigns, event promotion, merch, social media content, a new complete brand and website, the e-newsletter (sent to over 5,000 to students monthly), video and photography. Adhered to a strict budget in all these areas.

Logistics: Assisted in the planning and execution of events for students of the association, charity based events, and bi-yearly campaigns. Worked with the Alumni Relations Manager and the Dean of the Faculty of Arts to plan, promote and execute fundraisers to support the 125th Anniversary of the Faculty of Arts, successfully raising over 700,000 to constitute an endowment fund.

Liaison: Was an active voting member of the Board of Directors, completed weekly office hours to be available to answer student questions both walk-in and online. Mentored 86 student executives and ran monthly training roundtables. Served as a liaison between students in the Faculty of Arts and Administration.

YMCA

February 2005 - August 2013

INSTRUCTOR/COORDINATOR, SAULT STE. MARIE

Instructed and coordinated content for summer camps and weekend programs for youth ages 4-16. Classes include: Theatre, Musical Theatre, Kids on Broadway, Kids on Stage, Glee, Visual Art, Crafts, Quilting, Cooking, Baking, CSI. Maintained a safe and positive learning environment.