

EDUCATION

M.S. Business/Branding (Creative Brand Management) | VCU Brandcenter 2018-present

- The VCU Brandcenter teaches the core fundamentals of a traditional MBA, while emphasizing creativity and cross-functional team collaboration
- Anticipated graduation date: May 2020
- Relevant Courses: Business of Branding, Strategic Thinking, Research Methodologies, Creative Thinking
- Recipient: Brandcenter Scholarship (2018-2019); Harry Jacobs Scholarship (2019)

Bachelor of Commerce Honours (Co-op) | Memorial University 2013-2018

- Dean's List (2013-2018)—GPA 3.93
- University Medal for Academic Excellence in Business (2018)
- MUN Cross Country Team
- Harlow Program—Study Abroad, England (January-April, 2017)

RELEVANT MARKETING PROJECTS

Freelance Digital Marketer January-April 2018

- Completed Google Analytics and AdWords Certifications
- Developed and managed Google AdWords campaigns for two clients (Marketing Management Association and the Canadian Business Development Corporation)
- Increased traffic to clients' webpages and improved click-through-rates by more than 3%

Enactus Memorial 2014-2018

- Identified problems, created and implemented solutions
- Generated over \$2,800,000 in revenue and impacted over 6,100 individuals
- Planned and executed events
- Developed and pitched presentations at Regional, National, and World Cup Competitions (World Cup Champion 2017)
- Project Manager, Project Bottlepreneur

SKILLS

Brand Strategy and Positioning
Market Segmentation and Competitive Analysis
Presentation Flow, Deck Design, and Client Pitching
Discussion Guide, Survey Writing, and Focus Group Facilitation
Creative Briefs
Brand Audits
Cross-functional Team Leadership and Project Management
Social Media Strategy and Content Creation
Videography and Video Editing
Adobe Creative Cloud
Microsoft Office Suite, Keynote, and Google equivalents

WORK EXPERIENCE

Educator | Lululemon 2017-2018

- Educated store guests by communicating product features, functions, and benefits
- Produced social media content
- Worked on inventory and merchandising teams

Brand Ambassador | MolsonCoors Canada 2016-2018

- Increased brand awareness at various events through organizing games and giveaways

Experienced Associate | PricewaterhouseCoopers 2016-2017

- Worked individually and as part of a team to complete financial statement audits for clients across a wide range of industries

Marketing & Communications Coordinator | Opera on the Avalon Summer 2015

- Created promotional materials and launched marketing campaign (801 Women)
- Conducted qualitative and quantitative research
- Designed website and email marketing content (Mail Chimp)

INTERESTS



Travelling



Volunteering



Running



Reading



Movies



Happy hours/Socializing