

EDUCATION

Bachelor of Business Administration | Marketing & Management Information Systems

Graduation: Dec. 2019

Beedie School of Business, Simon Fraser University

Case Competition Achievements:

- **2nd Place** | JDC West, Operations Management | BC, Canada Jan. 2019
- **1st Place** | Student Marketing Association Smackdown | BC, Canada Mar. 2019
- Central European Case Competition (CECC) | Budapest, Hungary Mar. 2019

MARKETING EXPERIENCE

Marketing & Events Assistant | Small Business BC | Vancouver, BC

Aug. 2018 – Dec. 2018

- Achieved over 80% positive reviews from over 300 attendees in post-event survey by planning, coordinating, and managing budgets and timelines of a keynote networking event by coordinating volunteers, vendors, and staff
- Increased event sales by 15% by creating and implementing a social media calendar that ensured consistent brand messaging across Facebook, Instagram, Twitter and LinkedIn

Marketing Project Manager | SFU Career Management Centre (CMC) | Burnaby, BC

May 2017 – Dec. 2017

- Promoted CMC services and events by designing over 20 different pieces of print and social media content using InDesign and Illustrator while scheduling them with a content calendar
- Curated and maintained a weekly newsletter showcasing different academic and career opportunities sent to over 5000 faculty and staff while using MailChimp to consistently test different layouts to increase response rates

PROFESSIONAL EXPERIENCE

Product Specialist | Apple | Coquitlam, BC

July 2019 – Present

- Attained 99% customer satisfaction ratings by delivering exceptional customer service experiences through the Apple steps of service, and through providing complete tailored solutions for consumers and business customers
- Maintained a high sales performance, among the top 20% specialists in the store, by consistently connecting with customers to engage with them and find out their product needs and wants

Sales Consultant | Bell Mobility | Burnaby, BC

Feb. 2018 – Aug. 2018

- Achieved sales at 20% above targets by determining gaps and finding opportunities in customer mobility needs for business and consumer accounts
- Received over 95% net promoter scores, staying 20% above average by providing tailored solutions and outstanding customer service to clients

PROJECT & EXTRACURRICULAR EXPERIENCE

Freelance Photographer | Self Employed

May 2018 – Present

- Built and maintained a portfolio of clients (10) with positive relations as a result of numerous word-of-mouth recommendations
- Leveraged extensive knowledge of photography operating cameras, equipment and Lightroom and Photoshop for promotional photoshoots, portraits, food, events and concerts

Marketing Coordinator | SFU Student Marketing Association (SMA) | Burnaby, BC

Dec. 2017 – Mar. 2018

- Increased competition registration by 25% compared to previous year, resulting in a sold-out event by utilizing Hootsuite to create a social media promotion strategy across Facebook and Instagram
- Improved the event website to drive online registration by shortening the customer journey using WordPress

SKILLS

Social Media – Hootsuite, Instagram, Facebook, Twitter, YouTube, LinkedIn, Meltwater

Software – Final Cut Pro, Adobe Creative Suite

Web & Email – WordPress, MailChimp, Squarespace

Analytics – Google Analytics, Google Ads, Excel, MySQL, SPSS

Collaborative – Slack, Google Suite, Evernote

Creative – Photography and videography

Languages – Native oral and written Spanish proficiency