

DAKOTA JAGGS

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Work Experience

Campaign Specialist (Co-op position) | ShopandShout, Marketing | Vancouver, BC Jan 2020-Present

- Managing 34 campaigns on a daily basis to ensure KPIs and client expectations are met
- Led the largest campaign in the history of the company, resulting in 103 influencer checkouts in two weeks and doubling the original goal of 50 checkouts for the month by utilizing strategic thinking and supporting new ideas
- Created, managed and conducted A/B testing for email campaigns by utilizing Zoho Campaigns, Reply.io and MailChimp

Teaching Assistant | Beedie School of Business, SFU | Burnaby, BC May 2017-Nov 2017

- Mentored 40+ students to apply quantitative models to business decisions in (BUS 336) Data and Decisions II
- Evaluated Microsoft Excel assignments on regression and forecasting models

Starbucks Barista | Starbucks | Vancouver, BC May 2017-Nov 2017

- Received Starbucks's Partner of the Quarter award for providing excellent customer experiences
- Communicated constructively and engaged with 100+ customers daily in a fast-paced environment

Marketing Experience

Marketing Accelerator Program Candidate | Burnaby, BC Jan 2020-April 2020

- Top 20% of Marketing students accepted into this program to advised seven companies in various areas of marketing
- Secured a new corporate relationship for a client by launching and optimizing a two-week paid social media campaign for a two-sided market with a \$200 budget
- Received the highest grade from our client by creating a social media strategy targeting millennials for a new product
- Presented to the Product Marketing Lead of Microsoft Teams in Canada about the best entry point for Microsoft Teams to expand into Simon Fraser University

Co-Vice President of Marketing | MISA SFU | Burnaby, BC May 2019-Present

- Managed the marketing for five networking events; Deloitte ThinkTech Case Competition, MIS Connect and three MIS workshops
- Sold 100% of tickets sales for three networking events by leveraging our numerous social media platforms
- Oversaw the marketing content of 5 students by utilizing Hootsuite

Vice President of Marketing and Communications | AIESEC SFU | Burnaby, BC Jan 2019-Dec 2019

- Increased website sign-ups by 13% (500+ website sign-ups) from the previous year, by implementing five marketing campaigns promoting AIESEC's three unique selling points; the international opportunities, 134 partnership countries and the UN's Sustainable Development Goals
- Received 100+ student applications and hired and onboarded 27 quality members by creating three successful recruitment campaigns
- Created the first digital marketing team focused on sharing exchange stories and increasing brand advocacy

Education

Bachelor of Business Administration | Simon Fraser University, Burnaby BC Graduation: May 2021

- Concentrations: Marketing and Management Information Systems
- Academic Achievements: received an A in Global Marketing Management, A in Consumer Behaviour, A+ in Graphic Design and an A- in Data and Decisions II
- Recipient of the Business Foundational Program Video Contest Award
- Software Proficiencies: R, the Google Digital Marketing and Adobe Creative Suite