

# Monica Tomas



(778) 875-0050



monicamtomas@gmail.com



/in/monica-tomas



monicatomas.squarespace.com/

## MARKETING & EVENT EXPERIENCE

### CONTENT STRATEGIST AND CREATOR

Marketing Accelerator Program | Simon Fraser University

January 2020 – April 2020

- Achieved 2.0K impressions and a 4.3% click through rate in two weeks by optimizing keywords for a paid Google Ads campaign
- Influenced website improvements for a non-profit by compiling organic search recommendations using SEMrush and specific keywords
- Generated an implementation plan for a Microsoft Product Marketing Lead by creating a Teams adoption strategy catered to universities
- Consulted for multiple businesses by creating mock-ups to supplement social media strategies and brand consistency recommendations
- Produced sales enablement documents after analyzing technical information for a safety product in the mining and construction space

### MARKETING AND COMMUNITY SERVICES ASSISTANT

Aquatic Leadership & First Aid Office | City of Surrey

February 2018 – March 2019

- Increased program revenue and boosted participation by 100% per program by creating new digital and print advertising materials
- Managed successful program campaigns by collecting data and presenting key information and insights to a cross-functional team
- Spearheaded portfolio growth by creating detailed marketing briefs and presenting strategic planning initiatives at team meetings

### LOGISTICS LIAISON

Coast Capital Savings Venture Connection | Simon Fraser University

September 2019 – November 2019

- Managed a team of five to efficiently run event registration for over 250 attendees through logistics training and simulations
- Met multiple event goals of precise timing by proactively communicating with external partners as a B2B liaison

### VICE PRESIDENT OF EVENTS

Student Marketing Association | Simon Fraser University

April 2018 – April 2019

- Managed five coordinators to organize an event for over 120 attendees by creating an intricate plan for deliverables and deadlines
- Boosted ticket sales by 25% for one of the university's annual panel and networking events by diversifying promotion initiatives
- Increased panel speaker attendance by 35% by creating personalized information packages for each industry professional
- Recognized by the Beedie School of Business as Student Association of the Year for achievements and contributions to students

## NOTABLE EXPERIENCE

### BUSINESS CASE COMPETITOR

Local Case Competitions | Douglas College and Simon Fraser University

January 2016 – March 2018

- CPA BC's Case Competition: First student group to represent the college and compete against the top eight teams in the province
- SMA's SMACKDOWN 2018: Top three finalist group in the university's only marketing brief competition
- Enactus' Changemaker Challenge: Participant in the university's sustainable business case competition

### LIFEGUARD, SWIM INSTRUCTOR & MENTOR

Surrey Sport & Leisure Complex | City of Surrey

August 2015 – March 2019

- Awarded for exceptional teaching and mentorship by the Lifesaving Society for mentoring more than 100 junior lifeguards
- Increased candidate engagement and recurring registrations by creating unique lesson plans and personalized progress cards

## EDUCATION

### BACHELOR OF BUSINESS ADMINISTRATION | SIMON FRASER UNIVERSITY

Dual concentration in Marketing and Operations Management, Burnaby, BC

January 2018 – June 2020

### STUDY ABROAD PROGRAM | COPENHAGEN BUSINESS SCHOOL

International experience in partnership with Simon Fraser University, Copenhagen, DK

June 2019 – August 2019

### BUSINESS MANAGEMENT DIPLOMA | DOUGLAS COLLEGE

Business Diploma Program, New Westminster, BC

September 2014 – June 2017

### DIGITAL MARKETING CERTIFICATE | GOOGLE DIGITAL GARAGE

Certificate ID: XUR YDM WRF