

JEANETTE ALEXIUK



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OBJECTIVE

Self-motivated, organized professional with over 6 years of experience in marketing, communications, graphic design, admin, and customer service. Seeking a full-time position that will benefit from a highly driven, and detail orientated individual. My ability to facilitate tasks, stay organized, and balance multiple projects and clients will make me a great addition to your team.

SKILLS SUMMARY

- Organized and detail-orientated
- Proficient in various programs including; Microsoft, Adobe Creative Suite, Eventbrite, MailChimp, Campaign Monitor
- Strong knowledge and understanding of current social media sites & trends
- Work efficiently and effectively in a team environment and independently
- Effective communicator
- Works well under pressure
- Analytical thinking, decision making, and problem solving skills
- Ability to plan, implement, and monitor several projects at once
- Experience leading and managing staff and clients

PROFESSIONAL EXPERIENCE

Algonquin Commons Theatre - *Theatre Marketing Coordinator*

🕒 2014 - PRESENT

- Managed and coordinated the marketing efforts for multiple events at once - including working within a defined budget
- Created event posters/assets for a variety of event types
- Organized and coordinated media relations
- Scheduled and managed photographers
- Created consistent branding across all mediums
- Drafted and distributed press releases, E-Newsletters, and cancellation/change notices
- Separated email data into segments for direct marketing
- Analyzed marketing trends and made educated decisions
- Established procedures and common practices to maintain consistency across all areas of the department
- Managed, facilitated, and maintained the Algonquin Commons Theatre website and social media accounts
- Helped create a company-wide Strategic Communications Strategy

Running Room - *Key Holder*

🕒 2014

- Trained new employees on administrative tasks and supervised during closing shifts
- Customized and ordered merchandise upon request using Running Room's internal inventory system
- Packaged and labeled outgoing merchandise
- Closed the store, which included balancing the sales, completing the deposit, and ensuring the store was locked and secure

Algonquin College: Applied Research & Innovation - *Researcher*

🕒 2013 - 2014

- Conducted qualitative and quantitative research
- Completed a competitive review, and observed trends affecting in the industry
- Looked at the who, what, where, when, why, and how of the target market
- Compiled and edited of the final document and presented findings at each client meeting

Algonquin Students' Association - *Events Assistant*

🕒 2013 - 2014

- Developed a training document for both the Promotions Team and the Events Assistant positions
- Managed a team of nine students throughout the 2013/2014 school semester
- Created weekly schedules and ensured daily promotional activities were carried out to expectation and resolved any inter-team or scheduling conflicts
- Participated in the interviewing/hiring process of the Algonquin Students' Association Promotions Team
- Trained a team of nine students for the Promotions Team including providing directing and corrections as required
- Purchased all event materials needed
- Planned, organized, and developed schedules and promotional shifts

ACTIVITIES AND ACHIEVEMENTS

- Established the structure and copy for the Algonquin Commons Theatre section of the Algonquin Students' Association website.
- Created a Marketing and Integrated Marketing Communications plan
- Sought out new Business to Business opportunities that would help advance client/customer experiences
- Produced an internal professional development "Lunch and Learn" plan for my department where I utilized resources that were already at my disposal and added value to the organization
- Provided guidance on the Algonquin Students' Association Athletics and Recreation Centre Creative Committee and helped establish the purpose, objective, message, and communication methods surrounding the construction of the building
- Chaired and led the Strategic Communications Strategy meetings in place of the Manager, Marketing and Communications where I helped guide conversations, establish goals, and create an effective plan of action
- Led "Lean In Circle" meetings in support of women in the workplace
- Completed 4 marathons

EDUCATION - ALGONQUIN COLLEGE

Advanced Diploma in Business Administration - Marketing

🕒 2013 - 2014

- Project Management/Access
- Marketing Career Preparation
- Business Computer Operations
- Human Resources Management

Business Marketing

🕒 2012 - 2013

- Integrated Marketing Communications
- Business Intelligence and Planning
- Marketing Research
- Marketing Plan Project Field Work

*Bachelor of Applied Business (E Business Supply Chain Management)

🕒 2011 - 2012

- Marketing
- Business Fundamentals
- Microeconomics and Macroeconomics
- Spreadsheet Applications

*Completed one semester before transferring and graduating from Business Marketing and Business Administration Marketing

PROJECTS

Algonquin Suits Up: 8th Annual Student Networking Event - *Chair*

🕒 2014

- Managed and organized the Marketing team
- Developed marketing materials such as name tags, invitation, podium, and room signage
- Created 'Team Pictures' that embodied both sides of the student life - professional and fun
- Used creativity, Photoshop skills, attention to detail, and patience to create marketing materials that were cohesive and professional

Business Intelligence Strategic Marketing Plan - *Project Manager*

🕒 2014

- Addressed both macro and micro trends affecting the client
- Analyzed the current product, pricing, promotion, and distribution strategies to create new marketing strategies, tactics and an implementation plan

REFERENCES

Available upon request