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OBJECTIVE

To obtain a position as a junior copywriter.

EDUCATION

ADVERTISING COPYWRITING GRADUATE CERTIFICATE. HUMBER COLLEGE, SEPT. - APR. 2009
Working knowledge of Adobe Photoshop, Indesign and Illustrator

BACHELOR OF COMMERCE. UNIVERSITY OF BRITISH COLUMBIA, 2004 - 2008
Sauder School of Business, Major in Marketing

LATIN AMERICAN STUDIES. SEMESTER AT SEA, UNIVERSITY OF VIRGINIA, JUNE - AUG. 2007

RELEVANT WORK EXPERIENCE

COPYWRITER, JUNE - AUG. 2010 (INTERNSHIP)
Lowe Roche, Toronto, Ont.

MARKETING CONSULTANT, SEPT. 2008 - PRESENT (FREELANCE CONTRACT)
Anjolie Bridal & Joli Prom, Waterloo, Ont.

MARKETING DIRECTOR / RESTAURANT MANAGER, OCT. 2008 - JUNE 2009
Metro Restaurant & Lounge, Vancouver, B.C.

MARKET RESEARCH ANALYST. JUNE - OCT. 2008 (CONTRACT)
Urodynamix Technologies Ltd., Vancouver, B.C.

SR. BRAND AMBASSADOR, APR. - JUNE 2008 (CONTRACT)
TrojanOne Sports Marketing & Events Management, Vancouver, B.C.

BARTENDER, JUNE 2006 - AUG. 2008
Marine Drive Golf Course, Vancouver, B.C.

ACHIEVEMENTS

- Developed Metro Restaurant & Lounge's website (www.metrodining.ca), advertisements for radio, newspapers, magazines, e-blasts, brochures, hand-outs and signage
- Attracted coverage for marketing initiative from City TV, The Province, blog columnists, and B.C.'s Entertainment & Lifestyle Magazine, increasing revenue on Monday nights by over 200%
- Organized and executed events ranging from \$10 – \$25,000
- Survived informing an enraged bride that her wedding venue had gone bankrupt
- Hired and managed a staff of twenty-five and work performed by outside suppliers
- Developed an integrated social media campaign for re-branding of Joli Prom
- Maintained strong relationship-based client partnerships by exercising judgment and tact in dealing with media, event planners, hotel concierges, external vendors and staff
- Certified as a Personal Training Specialist, 2009
- Scholarship to the University of British Columbia, Women's Varsity Golf Team, 2004