

MARKETING STRATEGY

Consultant, Scrum Master Digital Agile Sales & Marketing / CIBC

Sept 2022 - Present

- ▶ Oversee the entire branding & digital presence and client journeys for the Credit Cards & Mortgage portfolios
- ▶ Lead a cross functional team of content editors, designers, and developers to execute paid, email, and on site marketing strategies ensuring alignment between product and marketing business goals and briefs.
- ▶ Plan and execute digital marketing campaigns to promote acquisition and engagement of Cards, Mortgages, Community Relationship, & affiliate + segment marketing.
- ▶ Digital strategies include: Braze push notifications and pop-up modals, Adobe Target Experiences, & Adobe Experience Manager based tactics
- ▶ Measure, Monitor, Analyze, and Optimize campaigns post launch using departmental KPIs (Unique visitors, impressions, CTRs, conversion rates, etc)
- ▶ Use data to identify important trends, insights and suggestions to increase sales or enhance the client experience, by producing dashboards, reports and by sharing findings to stakeholders.
- ▶ Develop strategies and execute ads for different target audiences across different social media platforms including: Meta (Facebook and Instagram, TikTok, LinkedIn, Twitter, & Pinterest).

Marketing Manager / SFU Finance Club

Jun 2021 - Sept 2022

- ▶ Curated & administered content for website, events (ticketing logistics), and social media feed
- ▶ Managed & created content for social media platforms including: Instagram, Facebook, & LinkedIn
- ▶ Conducted email marketing campaigns via MailChimp
- ▶ Handled external promotion efforts (RedBull, QuadReal, Beedie SEO)

Consultant/ Beedie Marketing Accelerator Program

Jan 2022 - April 2022

- ▶ Consulted on the development of digital, branding, and product marketing strategies for Google & Activision-Blizzard

Marketing Manager / Enactus SFU

Jun 2019 - Jun 2020

- ▶ Created visual concepts to communicate information about our projects and club to internal & external partners
- ▶ Managed social media platforms including: Instagram, Facebook, LinkedIn, and Twitter
- ▶ Photographed events for promotional and product marketing material
- ▶ Designed and administered the website using Wordpress

Marketing Manager / Prép Beauty Parlour

Dec 2016 - Feb 2019

- ▶ Photographed and created content for blog & Social Media (Instagram, Facebook, Yelp, Twitter -14k+ followers)
- ▶ Promoted and represented at industry networking events (Crème de la Crème, Vancity Business Babes)
- ▶ Email marketing campaign via MailChimp and Constant Contact
- ▶ Successfully featured in nails magazine/fashion week online/ vancity vogue through effectively sourcing and contacting editors within the beauty community

Financial Advisor / TD Canada Trust

May 2019- Sept 2022

- ▶ Conducted financial transactions to reach sales objectives
- ▶ Engaging in day-to-day advice needs, service transactions, digital education (online banking, ATM), & customer problem resolution related to banking solutions
- ▶ Analyzing customer profiles to determine eligibility for lending products + recommendations dependent on eligibility
- ▶ Referring customers to Financial Advising and TD Wealth's Financial Planning

EDUCATION

Bachelor of Business Administration / Simon Fraser University

Sep 2017 - Aug 2022

Dual Concentration in Marketing & Finance, Minor in Philosophy

SKILLS

Certified Scrum Master | Relationship Management | Customer Insight | Marketing Analytics| Agile Methodologies
Adobe (Analytics, Photoshop, Lightroom, Illustrator) | Hootsuite | JIRA | Confluence | Excel | Salesforce Marketing Cloud | Wordpress | Mailchimp | Qualtrics | Constant Contact | Braze | Squarespace | Shopify | Canva | Google Ads