

Tita

dujourmarketing@gmail.com Vancouver, BC, Canada

Brand Amplification Specialist, Social Media Consultant, Client Communications, and Creative Director - Du Jour Marketing, Professional athlete, NCCP certified coach

Skills

Quick study	Direct To Consumer Sales systems
Self starter	User Experience
Enthusiastic learner	Convention Services
Brand Development	Personal Assistance
Client Communications	Customer Service
Social Media Management	Secretarial duties
Marketing Analytics	Word, Excel & Google docs
Event Management	Blogger & Square Space
Team Building & Leadership	Strong analytical & strategic planning skills
Promotions	Organized, and professional traveler, with experience in over 25 countries, and regions, including Asia, South & Central America, and Western Europe
Creative Sales	
B2B	

Experience

BRAND AMPLIFICATION SPECIALIST, SOCIAL MEDIA CONSULTANT, CLIENT COMMUNICATIONS, AND CREATIVE DIRECTOR FOR PROJECTS, AND EVENTS

DU JOUR MARKETING – 2012-PRESENT

Creation, delivery, and maintenance of client specific media strategies, utilizing the latest developments in technology, e-commerce, and SEM techniques. Creator, and editor of content for Wordpress, Blogger, Square Space, and overseer of e-commerce applications such as Square reader, and PayPal.

SOCIAL MEDIA SPECIALIST, CLIENT COMMUNICATIONS

DARWIN COLLECTIVE 2014 - PRESENT

Project management, and development of creative projects, Create web promotions, and advertising to drive traffic to client sites. Tracking, and creating of relationships with relevant websites, press, and social media sites.

BOOTH CO-ORDINATOR, AND TEAM LEADER

SG SERVICES – AUGUST 2009 - JANUARY 2014

Location scouting, shipping logistics, account liaison, and on site merchandising. Tracking of account finances, including cash sales, credit machine services, invoicing, and reporting. Media personality, and professionally trained spokesperson.

PROMOTIONAL SPOKESPERSON & TEAM LEADER

JAGERMEISTER CANADA – 2009-2013

Location scouting, receiving logistics, key accounts liaison, and set up supervisor. Creator of content strategies, enforcer of serving practices.

PROMOTIONAL SPOKESPERSON & MEDIA REPRESENTATIVE - SONIC 104.9

ROGERS COMMUNICATIONS – 2011-2013

Team leader, and social media administrator Location scouting, on site client communications, presentation, and content provider. Set up, and take down of marketing materials, collaborations with, and support of radio personalities in the development, and deployment of key messages.

PROMOTIONAL SPOKESPERSON & MEDIA REPRESENTATIVE - CLASSIC ROCK 101

CORUS ENTERTAINMENT – 2010-2011

Location scouting, on site client communications, presentation, and content provider. Set up, and take down of marketing materials, collaborations with, and support of radio personalities in the development, and deployment of key messages.

Education

CAPILANO UNIVERISTY – ARTS & ENTERTAINMENT MANAGEMENT - 2009/2010

What I can do for your company

- ▶ Utilize my education, and experiences within the entertainment industry to propel your business to success
- ▶ Provide authoritative, and engaging Team Leadership
- ▶ On site event coverage, and management
- ▶ Create strategic marketing plans, and highlight low cost e-commerce solutions
- ▶ Write press releases quickly, and effectively
- ▶ Aid in the planning of small to large events, and marketing campaigns
- ▶ Strategize effective communication, and content releases
- ▶ Communicate with clients, and press
- ▶ Manage accounts, and administrate presence via media outlets
- ▶ Evaluate current marketing strategies, and implement profitable policies, and guidelines
- ▶ Assist in grant writing, and sponsorship application processes
- ▶ Organize people, places, and things
- ▶ Teach, and convey concepts to youth, and adult audiences