

KR

KIANA RIEGO

Bringing brands, ideas and strategies to life through story telling



QUALITIES

Detail-oriented	Motivated
Collaborative	Innovative
Organized	Professional



SKILLS

Strategic Communications	Project Management
Social Media Marketing	Google Analytics
Creative Writing	Email Marketing
Adobe Creative Cloud	Event Management



ACHIEVEMENTS

Advanced Adobe Photoshop Certificate
Udemy Academy, March 2021

Google Ad Certification, January 2017

University Dean's First Class
Honours List 2012-2015

Entrance Scholarship to University



EDUCATION

- 2015-2016
Halifax
Mount Saint Vincent University
Master of Public Relations
- 2012-2015
Halifax
Mount Saint Vincent University
Bachelor of Public Relations, Minor in Marketing
- 2009-2011
Qatar
Qatar Academy
International Baccalaureate and High School Diploma



WORK EXPERIENCE



MARKETING & SALES SUPPORT COORDINATOR

Metro Wallcoverings, Toronto, ON (Remote)
 June 2018 - present

- Initiated email marketing using MailChimp to create external marketing campaigns to boost open two-way communication with clients
- Conducted a social media audit and content strategy to expand online presence
- Created a [Social Media Style Guide](#) and facilitated Instagram training for Sales Consultants company wide, increasing the corporate Instagram following by 25%
- Responsible for producing concise, effective copy and curated content using Adobe Creative Cloud for campaigns across print and digital channels to increase branding recognition and market penetration goals
- Monitor the effectiveness of campaigns and create reports to track metrics and KPIs
- Manage all social media platforms, company website, Salesforce, marketing budget and calendar
- Plan trade shows by identifying, assembling, and coordinating requirements, establishing contacts, developing schedules and assignment
- Collaborate with colleagues and external partners to develop new acoustics product line
- Selected by the CEO to be a representative of the Culture Club to improve the corporate culture and internal communications of the organization



EVENTS COORDINATOR

Chartered Professional Accountants, Toronto, ON
 Jan 2018 - June 2018

- Set up meeting rooms and event spaces including audiovisual components
- Nurtured working relationship with all vendors
- Managed events, including problem-solving, welcoming guests, directing event set-up, collaborating with staff, and organizing vendors
- In charge of inventory and placing orders



BUSINESS CONSULTANT, OUTBOUND SALES

Web.com, Halifax, NS
 Jan 2017 - July 2017

- Completed a three-week long training, learning in depth knowledge about online marketing tools: Facebook marketing, search engine optimization and pay per click advertising
- Consulted over the phone with hundreds of small to medium sized business owners to find solutions for a successful online presence



CORPORATE COMMUNICATIONS INTERN

Hamad Medical Corporation, Doha, Qatar
 May 2017 - Aug 2017

- Developed content for the intranet site, including interviewing, writing profiles, and covering new internal initiatives and successes
- Collaborated with several departments to create an internal employee engagement campaign for the new intranet site
- Edited and proofread company documents such as annual reports



CONTACT



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<https://kianariego.journoportfolio.com/>

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WORK EXPERIENCE



BUSINESS & COMMUNICATIONS ASSISTANT

Centre for Women in Business, Halifax, NS

Sept 2014 - Dec 2014

- Interviewed centre members and wrote monthly profiles for the e-newsletter, BizBeat
- Conducted daily media monitoring and utilized social media platforms to reach potential members and keep current members informed and involved
- Developed and marketed promotional materials using Adobe InDesign for events such as Professional Development day, a daylong event with guest speakers and round table discussions



COMMUNICATIONS & STAKEHOLDER RELATIONS ASSISTANT

Suncor, St.John's, NL

Jan 2014 - May 2014

- Assisted the Manager of Communications and Stakeholder Relations, in the development and implementation of communications tactics and products
- Coordinated and planned Suncor's participation in Energy Day (a career fair)
- Edited and maintained intranet site using SharePoint
- Managed the internal Newsletter Flagship, published by-monthly
- Created Media plans and prepared speeches for speakers at various events and engagements



COMMUNICATIONS ASSISTANT

Shell Ltd., Fort Saskatchewan, AB

May 2013 - Aug 2013

- Organized and planned [Community Appreciation Day](#), including creation of a media plan and press release
- Drafted scripts and recorded radio advertisements
- Wrote stories and designed content using InDesign, for internal and external magazine advertisements
- Designed posters and signage using InDesign for events such as Family Day, Community Appreciation Day, and Art Refined
- Collaborated with colleagues to create strategic communications plan for [Art Refined](#)



VOLUNTEER EXPERIENCE



MEDIA TRAINER

Department of National Defence, Multilateral XXI War Games, Halifax, NS

Sept 2015

- Individually selected to be part of a specialized media team to provide professional training to high-level diplomatic and military leaders of four Latin American countries



LIVE SOCIAL MEDIA REPORTING

Ted Talks X MSVU, Halifax, NS

March 2015 & March 2016

- Greeted and signed in attendees as they arrived and live tweeted during the event, as part of the social media team



SOCIAL MEDIA AUDITOR

Farmers Market, Halifax, NS

Dec 2014

- Conducted a social media audit and created a social media plan to increase followers and online engagement



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