

Stephanie Michalicka

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Objective

I am seeking a challenging opportunity to manage and lead large projects where my skills in content writing, social media, and communications can be fully utilized.

Qualifications

- Excellent knowledge of Facebook, Twitter, Instagram, LinkedIn, and Google+
- Social media community management
- Creative, persuasive, and technical writer
- Curation and management of published content
- E-commerce marketing
- Strong understanding of online communication and online technologies
- Photo editing and photography
- Critical thinker and problem-solver
- Effective time management and prioritizing skills

Professional Experience

Content & Social Media Specialist

Toronto, ON

Russell Hendrix Foodservice Equipment

June 2012 to present

- Identified and explored the potential of applying new social media channels to optimize Russell Hendrix's web presence and created a strong media-savvy brand.
- Successfully launched Russell Hendrix on social platforms such as Facebook, Twitter, Instagram, Google+, and LinkedIn.
- Develop and manage online marketing campaigns through Facebook, Twitter, and Instagram to effectively drive brand awareness and engagement.
- Social Media Community Management. Ensure that customer messages received through social platforms are answered in a timely and accurate manner (5 minutes or less).
- Generate new clients through select targeting of qualified leads on social media channels.
- Write, proofread, and revise digital copy for posts on social media, customer web portal, and e-commerce site.
- Edit landing pages, flyers, catalogues and email marketing campaigns, to ensure they are free of grammatically errors and match company brand and values.
- Manage departmental content deadlines and liaison with print, graphic designers and translators.
- Independently develop and produce a quarterly creative eNewsletter for all staff across Canada.
- Create and develop ideas for editorial and lifestyle imagery.

- Style, merchandise and photograph products to create visually appealing images for print, e-commerce site, and social media channels.

Catering & Social Media Manager

Manotick, ON

Take Another Bite

May 2012 – August 2015

- Created marketing and promotional content for local newspapers and social media channels.
- Managed social media pages to increase consumer engagement and drive foot traffic to the store.
- Conducted local market research to create targeted advertising copy.
- Provided daily and engaging content to all social pages.
- Responsible for monthly inventory duties. Ensuring that plate and recipe costing was accurate.
- Responsible for all back of house food production. Directly in charge of the overall food preparation for the store and catering portion of the company.
- Liaised with the owner and kitchen staff regarding customer orders and catering requests.
- Ensured that all administration processes (invoices, credits and cash closing) were followed and carried out correctly.
- Managed daily kitchen operations and created standards that exceed safety and health regulations.
- Identified and provided solutions for problem areas such as kitchen inefficiencies and workflow.

Education

Carleton University, ON	Bachelor of Arts – Communication and Media Studies Honours (2015)
St. Lawrence College, ON	Certificate – Digital Image Editing 1 & 2 (2018)
George Brown College, ON	Diploma – Culinary Management (2010)

Publications

Published articles available on LinkedIn profile:

www.linkedin.com/in/stephanieemichalicka

References available upon request.