

DELIVER EXCELLENCE: PROFESSIONAL EXPERIENCE**ACCOUNT EXECUTIVE & PROJECT MANAGER - AUTOMAT**

September 2018 - present

AUTOMAT TECHNOLOGIES, forging AI technology at the forefront of marketing

Montréal, Québec

- Acts as the primary point of contact for beauty companies looking for AI solutions
- Translates customer needs into assignable action items for internal tech team
- Represents Automat at beauty conferences and AI tech gatherings
- Implements best practices and process design to enable future growth as scaling occurs
- Tracks customer requirements to better improve future products, weighing in on functionality

CONTENT STRATEGY & CREATION MANAGER – ROGERS MEDIA

March 2017 – September 2018

ROGERS COMMUNICATIONS, national leader in innovative and diversified media

Montréal, Québec

- Managed and led a team of 8 creatives through pre-sale strategy and post-sale production
- Acted as the lead strategist for multi-brand, multi-platform campaigns \$100,000 and higher
- Was responsible for budget management and departmental profitability
- Researched and implemented creative best-practices for internal processes
- Contributed to corporate-level decision making, mindful of internal and public stakeholders

MULTIPLATFORM MEDIA STRATEGIST – ROGERS MEDIA

February 2015 – August 2016

ROGERS COMMUNICATIONS, national pioneer in print, digital, TV and radio platforms

Montréal, Québec

- Generated over \$4M in sales by strategizing multiplatform, content-centric media campaigns
- Developed 5-8 new, multi-brand campaigns per week
- Proactively created 5-6 new sales opportunities per major media brand
- Fostered innovation by prioritizing and implementing global trends with creative formats

MARKETING & MERCHANDISING MANAGER – MAKE UP FOR EVER CANADA

August 2013 – October 2014

LOUIS VUITTON MOËT HENNESSY, global leader in luxury goods

Montréal, Québec

- Achieved 111% sales to goal by developing and executing a 360° marketing plan
- Earned the responsibility of a \$200,000 annual marketing budget
- Increased brand awareness through multi-channel campaigns and appealing merchandising
- Supported Sales, Public Relations, Education and PRO teams, locally and internationally

MARKETING PROJECT MANAGER – VICHY CANADA

October 2011 – August 2013

L'ORÉAL, 1st cosmetics group worldwide

Montréal, Québec

- Developed the promotional strategy across 7 skincare franchises
- Led over 60 projects from conception through execution and analysis
- Accountable for a \$750,000 annual budget
- Executed Skin Health Center events, winning Top Brand Activation two years consecutively
- Produced effective field-training and merchandising tools

DIRECTOR OF MARKETING & EVENTS

September 2010 – October 2011

GLYMM, luxury beauty sampling and e-commerce start-up

Montréal, Québec

- Drove membership from 0 to 2,500 monthly subscribers
- Generated \$30,000 of monthly recurring revenue in addition to e-commerce sales
- Created all elements of marketing, branding, positioning, packaging and copy
- Developed online presence through a social media persona and content
- Implemented streamlined operational processes

ACCOUNT EXECUTIVE

February 2009 – August 2009

MATT & NAT, Profit's Top 100 Fastest Growing Canadian Companies

Montréal, Québec

- Increased the number of accounts by 20% and sales by 25%
- Managed the relationship with 180 clients throughout Eastern Canada
- Developed brand awareness through international trade shows and trunk sales

DIRECTOR OF PRODUCT DEVELOPMENT

November 2007 – October 2008

EVELINE CHARLES SALONS & SPAS, Profit's Top 100 Female Entrepreneurs

Edmonton, Alberta

- Created 55 new formulas, expected to increase sales by 35%
- Managed a global production line and launch schedule to bring new products to market
- Launched an e-commerce platform

(Consulting contract)

SUPPLY CHAIN BUSINESS CONSULTANT

February 2007 – November 2007

ACCENTURE INC., Top 10 global consulting firms

Calgary, Alberta

- Supported the development of Strategy and Service Models for Supply Chain groups
- Created and delivered project launch marketing materials
- Created spend assessments for clients with +\$1 Billion of spend to quantify strategic savings

THINK SMART: EDUCATION**BACHELOR OF COMMERCE****University of Alberta**

2002 – 2007

3.8 GPA

Edmonton, Alberta

Major: International Business, Minor: Marketing

INTERNATIONAL EXCHANGE**EDHEC International Business School**

2005 – 2006

Nice, France

MAKE A CHANGE: VOLUNTEER EXPERIENCE

DALE CARNEGIE TRAINING

2018 – Present

- Coaching assistant for the world-renown Dale Carnegie Course

CANADIAN COUNCIL FOR REFUGEES

2013 – Present

- Research contributor to increase awareness on human trafficking in Canada

BE EFFICIENT: TECHNICAL SKILLS

- Advanced MS Word, MS Excel, MS Power Point, MS Visio, MS Access skills
- Intermediate Adobe Creative Suite skills

SHARE STORIES: LANGUAGES

- English: Mother tongue, fluent in spoken and written
- French: Fluent at the advanced level in spoken and written
- Hindi: Novice in spoken

VOUCH FOR ME: REFERENCES AVAILABLE UPON REQUEST