

## SKILLS

- Social Media Marketing
- Website Development
- Team Leadership
- Copy Writing
- Influencer Marketing
- Market Research
- E-Commerce
- Google Ads
- Content Marketing
- Public Relations
- Strategy Development
- Branding
- SEO
- Email Marketing
- Graphic Design

## EDUCATION

**Graduate Certificate**  
Public Relations  
Niagara College 2019

**Bachelor of Arts**  
Business Communication  
Brock University 2018

## CERTIFICATIONS

- Google Analytics
- Google Display Ads
- Google Search Ads
- Adobe Photoshop
- Adobe Illustrator
- Adobe Lightroom Classic
- Adobe InDesign
- Adobe Premiere Pro
- Video Content Marketing

## EXPERIENCE

### Marketing Manager

07/2021 to Present

King's Court Estate Winery – St. Catharines

- Lead the in-house marketing team and report directly to the company COO
- Marketing events, products, and services on social media, email, and Google
- Developing marketing strategy and coordinating winery partnerships
- WordPress website development and design for company brand and sub brands

### Brand Manager

12/2019 to 04/2021

Gibbys Electronic Supermarket – St. Catharines

- Manage and analyze e-commerce sales for store brands
- Build and maintain product pages using best SEO practices
- Media content creation for social media channels (videos, graphics and articles)
- Design digital and print advertisements

### Communications Assistant

04/2019 to 04/2019

Greater Niagara Chamber of Commerce – St. Catharines

- Planning and advertising of business and networking events
- Social media content creation over Twitter, Facebook, and LinkedIn, using Sprout
- Online payment processing and finance
- Administration of membership directory on company website

### Strategic Marketing Intern

10/2017 to 03/2018

Niagara Region – Thorold

- Social media advertising using sponsored posts on LinkedIn and Facebook to attract
- Search engine optimization for Niagara Region's Economic Development website
- Spearheaded the research and analysis for Niagara's immigration portal website to attract potential Niagara newcomers
- Video content creation to showcase success stories in Niagara