Anita Career

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Toronto, Ontario, 2R5 2R5

# Objective

I am a marketing and design professional with 4 years of experience in marketing strategies, project coordination, and client management. I bring a comprehensive understanding of digital marketing channels, market trends, and consumer behavior that I know will be an asset to your team. I am seeking a role where I can continue to hone my marketing and client relationship management skills.

# Education

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| Marketing Management, **University of Toronto**Diploma |  Jan. 2022 – Nov. 2023 |
| Project Management, **University of Ottawa**Diploma | 2017 – 2018 |
| Fashion/Apparel Design, **University of Ottawa**Bachelor’s degree | 2010 – 2015 |

# Work Experience

**Marketing Coordinator/Account Executive**, Toronto,Ontario

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| *Marketing Agency*  | Aug. 2021 – Present |

* Served as the Project Coordinator and liaison between clients’ brand and the marketing team, managing a portfolio of accounts that totaled more than $1 million CAD in annual revenue.
* Improved communication and collaboration between the various marketing teams (taking into account client feedback) to improve service delivery; this increased client retention by 10%.
* Oversaw clients’ budgets and divided them into each department and marketing channel to maximize marketing ROI.

**Event Coordinator**, Toronto, Ontario

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| *Marketing Agency*  | March 2020 – Aug. 2021 |

* Led the events planning team (with a base staff of 8, going up to 300 people for large events) to put on concerts, brand launches, fairs, etc.
* Developed overall marketing strategy, direction, and growth of client accounts.
* Reviewed everything created by the marketing team (copy, graphic design, video, etc.) and approved it for publishing.
* Met with clients to determine their vision for the event, and then I developed the project's scope, timelines, and budget; and managed a portfolio of accounts representing CAD 2 million.

# Skills

Photoshop | Social Media | Illustrator | Marketing | Contract Negotiation | Budget Management | Branding | Market Research | Project Coordination | Client Relations | Product Launches | Marketing Strategy