

SUMMARY DIVERSE EXPERIENCE - With over ten years of experience within marketing, advertising, brand partnerships and events, I bring a diverse and creative skill set to any project I work on with passion and enthusiasm.
COLLABORATIVE TEAM MEMBER - As a collaborative team member with management experience, I have developed strong interpersonal skills that allow me to foster relationships with colleagues, vendors and clients.
MOTIVATED BY CUSTOMER SERVICE & CLIENT RELATIONS - I am trained in understanding the importance of staying connected to the community and stakeholders, and am motivated to create inclusive and unique experiences that connect with a variety of people through multiple mediums.


SKILLS		
	Data Analytics	Traditional Marketing
	Brand Strategy	Social Media Marketing
	Budgets	Strategic Partnerships & Sponsorships
	Email Marketing	Customer Service & Management

EDUCATION
Wilfrid Laurier University
Comb. Honors BA - Communication Studies and Cultural Studies
2010 - 2015
Humber College
Post Graduate Certificate - Event Management
2015 - 2016

CERTIFICATIONS
Google Ads Search Certification
Google Ads Measurement Certification
Google Analytics Certification
Hubspot Academy - Email Marketing
Hubspot Academy - SEO
Hubspot Academy - Social Media Marketing
Smartsolve

TECHNICAL PROFICIENCIES

Excel & Microsoft Suite	Hubspot	DocuSign	Event Booking	Asana
Adobe Creative Cloud	Wordpress	Duetto	Stratton Warren	MailChimp
TM1 (Ticketmaster)	Hootsuite	Open Table	CMP	Canva

 Dual citizen with ability to work in the United States and Canada.

EXPERIENCE

Advertising Supervisor

Niagara Casinos (Mohegan Gaming & Entertainment) • 2023-2024

- Lead a six member internal creative team, coordinators and external agencies to develop new advertising and marketing concepts for all campaigns and initiatives.
- Plan and coordinate media buys and budgets, as well as the execution of campaigns by determining the creative direction for all advertising and communications while ensuring compliance with brand standards and government regulations.
- Expertly lead internal and external teams by providing clear briefs and effective feedback, while inspiring partners to develop new and innovative assets to convey brand messaging.
- Ensure the advertising team meets and exceeds all activity standards.
- Manage budget, trafficking schedules, and reporting on all metrics while providing feedback, presentations and recommendations for strategies to the executive leadership team.

Marketing Specialist

Niagara Casinos (Mohegan Gaming & Entertainment) • 2022-2023

- Managed all sponsorships and partnerships for the Casino with the Toronto Maple Leafs, Toronto Raptors, TFC, Toronto Argonauts, Live Nation, Ticketmaster and the OLG.
- Supported and reported on the overall marketing initiatives for the marketing department, as well as determined KPIs while forecasting and delivering on the ROI for advertising and media placements.
- Provided evidence based recommendations for future strategic approaches, campaign structures and activities to further business goal and growth opportunities.
- Completed research that includes competitive reviews, qualitative consumer focus groups, industry trend analysis, and campaign testing across multiple market segments.

Advertising Coordinator

Niagara Casinos (Mohegan Gaming & Entertainment) • 2019-2022

- Developed and executed marketing materials for advertising campaigns through radio, television, programmatic, OOH, events, print media, email and direct mail while overseeing the creative development of collateral and media placement.
- Worked with media agencies to enhance brand development and ensure alignment with stakeholder's vision.
- Researched and analyzed the effectiveness of marketing initiatives with the database team in order to examine the impacts of campaigns.

Special Events Coordinator

Niagara Casinos (Mohegan Gaming & Entertainment) • 2018-2019

- Responsible for the research, development, planning, execution and post evaluation of assigned VIP and player development events.
- Managed and executed creative development, presentations, budget analysis, gift sourcing, menu tastings and contract negotiations.
- Performed office duties related to rule submissions, regulatory submissions, internal control procedures, and associate communications.

Food & Lifestyle Stage Coordinator

The Royal Agricultural Winter Fair • 2016-2017

- Coordinated with vendors and sponsors to create programming, events and activations for the Burnbrae Farms Food & Lifestyle Stage.
- Performed administrative duties pertaining to contracts, finance, and scheduling for staff, talent and vendors.
- Managed the Food & Lifestyle team of ten, which included talent, interns, stage staff and volunteers.

Event & Venue Manager

The Burroughes • 2017

- Built relationships with new clients and fostered relationships with existing clients while negotiating contracts, issued invoices, and collected payments in a timely manner.
- Managed a team of six and oversaw all events, including directing event set-up and tear down, while communicating and coordinating with vendors and clients.
- Facilitated the execution of marketing campaigns and social media initiatives.

Event Management Intern & Production Assistant

The Canadian Broadcasting Corporation (CBC) • 2016

- Assisted with the planning and execution of the 2016 Rio Olympics Seminar for 300+ associates.
- Coordinated travel and accommodations for executives, VIPs and correspondents, as well as supported the production team with day-to-day requests.
- Shadowed Project Managers in order to gain experience within the studio during third party events and filming.

Social Media Manager

Resorts International Niagara Inc. • 2013-2015

- Acted as a liaison with the managers of various departments and locations to develop an artistic and creative approach to moderating and inspiring promotional materials for a variety of social media channels.

