

MELISSA

GLENANE

Phone

514.816.4153

Email

melglenane@gmail.com

PERSONAL STRENGTHS

Effective Communication
Works well Under Pressure
Consumer Psychology
Eager to Learn
Detail Oriented
Written Communication
Verbal Communication
Time Management
Detail Oriented
Negotiation
Team Player
Determined
Adaptive
Organized
Punctual
Analytical
Multitasker
Self-motivated
Passionate
Creative
Open Minded
Positive Attitude
Resilient

TECHNICAL SKILLS

Microsoft Office Suite
Google Analytics & Custom Reports
Research, Planning & Implementing
Strategic Project Planning
Project Management
Project Implementation
Problem Solving

WORK EXPERIENCE

CARTE BLANCHE MEDIA - MARKETING STRATEGIST

August 31, 2017 - Present

Tasks:

- Analysis: SWOT, Competitive, Industry
- Assemble & Implement Marketing Plans
- Creating Promotive Material: Newsletters, Email Blasts
- Custom Reports on Microsoft Excel
- Ongoing Research in the Market
- Education: Google Analytics, Growth Hacking, MailChimp
- Delegating Tasks & Collaborating with the Copy Writer, Graphic Designer, and Social Media Strategist
- Devise Marketing and Advertising Blogs on a Biweekly Basis
- Organization & Management of Projects & Due Dates

VALANGIN INC. - INTERN

August 2016 - December 2016

Tasks:

- Create a social media content plan questionnaire, refining of goals, implementation and analysis of success
- Design promotional material such as business cards, trade-show banner
- Design essentials for the business: tags, labels
- Design Catalog for Watch Bands

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LANGUAGES

English - Spoken & Written
French - Spoken & Written

INTERESTS

Health
Tea
Fitness & Yoga
Reading
Writing
Animals

EDUCATION

LASALLE COLLEGE
MEDIA STRATEGIES & ADVERTISING
2015 - 2016 - AEC Obtained

SOURCES ADULT CAREER CENTRE
INTERIOR DECORATING
2013 - 2015 - AEC Obtained

VANIER COLLEGE
SOCIAL SCIENCE
2009 - 2013 - Underway

LCCHS
HIGH SCHOOL DIPLOMA
2004 - 2009 DES Obtained

VOLUNTEERING

SPECIAL OLYMPICS
Montreal Division 2016 - 2017

Tasks:

- To maintain a positive environment for the athletes
- To ensure the health and safety of each individual during the activities and after until they are safely reunited with their parents/guardian.

REFERENCES

Patrick Monney, Valangin Inc., President
514.586.6558

Richard Marques, Canada Post, Manager
514.884.4788