

profile Highly inquisitive and ambitious professional with a passion for using technology to solve today's problems and enrich lives. Experience with corporate communications, digital marketing and creative media design. A confident and highly resourceful self-starter who is eager to learn, with a demonstrated ability to successfully lead and contribute to team projects.

technical summary

office outlook, word, excel, powerpoint	content google analytics, cq5 cms, wordpress
web dreamweaver, acrobat, html, css	media final cut pro
graphics photoshop, indesign, illustrator	business sap lumira, adobe connect
social media facebook, youtube, linkedin, twitter	

- work experience**
- SAP Canada - Vancouver, BC** 07/2014 -
Talent Development, Big Data and Cloud Analytics Services
- Drive communication and enablement efforts for SAP analytics consultants.
 - Develop quarterly updates targeting both consulting and leadership teams.
 - Produce compelling success stories to share customer wins and best practices.
- Simon Fraser University - Burnaby, BC** 01/2013 - 08/2013
Special Projects Assistant
- Supported co-operative education recruitment and retention efforts, working with several groups of diverse and cross-functional teams.
 - Acted as an advocate for the co-op program, presenting personal experiences and promoting program benefits in front of large groups of prospective students.
 - Demonstrated excellent time and process management skills, balancing numerous on-the-go projects between different groups, special requests, and day-to-day activities.
- SAP Canada - Vancouver, BC** 04/2011 - 12/2011
Marketing Specialist
- Executed SAP's internal and external marketing strategies for both Mobile Analytics and Business Intelligence, using various digital channels, including management of the **number two** YouTube channel for Business Analytics.
 - YouTube: 130% increase in views, 24% increase in subscribers.
 - Facebook: 157% increase in fans.
 - Mobile Analytics Community: Oversaw membership grow from 0 - 500 members.
 - Produced and distributed video content both internally and externally to promote solutions and thought leadership.
- SAP Canada - Vancouver, BC** 12/2011 - 05/2012
Communications Specialist
- Supported employee engagement activities for over 1,200 staff, including compilation of a site-wide weekly newsletter.
 - Worked with key stakeholders to create campaign posters, plan and execute various successful events including a site all-hands meeting and 500-person developer's conference.
 - Primary point of contact for all internal communications inquiries and assisted with external media requests including the facilitation of an ad buy.
- Best Buy/Best Buy Mobile - Coquitlam, BC & Burnaby, BC** 08/2009 - 01/2013
Sales and Mobile Specialist

- Utilized strong interpersonal communication skills to build relationships with customers; delivered unique, tailored solutions to creatively solve each customer's requirements.
- Further developed knowledge with optional job-related training (eg. Microsoft ExpertZone, Telus eTraining, Apple Sales Training).

extra-curriculars **Student Marketing Association (SMA) - Simon Fraser University** 11/2010 - 08/2011
Executive

- Project Manager: Agency Tour 2011
- Led and negotiated SMA's first multi-agency tour held at DDB and Spring Advertising.

Exchange Studies - Malmö, Sweden 08/2013 - 01/2014
International Student

- Course Project: Promoting Alternative Transportation through Co-design

project experience **SAP Vancouver Executive Briefing Center (EBC)** 08/2011 - 12/2011
Demo & Technology Stream Project Lead

- Managed audio-visual equipment testing and set-up in the EBC, made technology purchasing decisions and worked with various global teams to ensure major content delivery milestones were met.
- Led a small team to create a "demo launchpad" for the facility's main large-screen display.
- The EBC was a high-profile project, completed in time to host the SAP Executive Board. The Grand Opening was highlighted by the Premier of British Columbia.

SAP Developer's Kick-Off Meeting (DKOM) 03/2012
Communications Lead

- Worked collaboratively with global teams to synchronize communications efforts at each site.
- Designed promotional posters and the official event guide, used by all 500+ participants for wayfinding and detailed event information.

Magazine Publishing Project Group 05/2012 - 06/2012
Publisher

- Led a team of 9 members in developing a persuasive and successful business plan for marketing a new magazine concept.
- Evaluated by a panel of industry experts, achieving a 92% grade for the project.

education & awards **Simon Fraser University - British Columbia, Canada** 09/2008 - 08/2014
Faculty of Communication, Art and Technology

- **Bachelor of Arts - Major: Communication, Minor: Interactive Arts & Technology**
+ Co-operative Education, Exchange Semester, Student Marketing Association Executive
- Exchange: Malmö University, Sweden - Co-design/Participatory Design

Dogwood District/Authority Award for ICT/Media Arts 06/2008

SAP Peer-to-Peer Recognition and Short-term Achievement Awards 11/2011 - 12/2014