

Khera Alexander

Marketing and Communications Assistant - Vibrant Marketing

North York, ON

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(416) 803 - 2018

The formal education and professional leadership skills I have acquired fits seamlessly with my capacity to work as a member of a team and independently in order to produce quality work. My talents allow for content that reflects the demands of your organization and belief in producing work that echoes digital trends and themes related to communications, social media, and events. Additionally, my problem solving, research, and critical thinking skills will help with identifying areas of improvement and creating realistic, innovative solutions to your social media platforms, internal and external communications, and potential roadblocks with event planning.

Work Experience

Marketing and Communications Assistant

Vibrant Marketing - Toronto, ON

June 2017 to Present

- Assist with the coordination and scheduling of events for major food and beverage brands across five provinces in Canada
- Responsible for drafting and publishing job postings for Brand Ambassadors and activations through internal and external channels (daily e-blasts, Job Boards, etc.)
- Assist with the coordination of special events with messaging, invite materials and confirmation of events
- Responsible for community management on social media channels by posting moderating, and responding to inquiries and comments in a timely fashion
- Responsible for interviewing and scheduling Brand Ambassadors for various experiential marketing activations across Canada
- Facilitate trainings with Brand Ambassadors and educate them on brands, key messaging, policies, and protocols
- Draft and disseminate internal communications decks for team and training decks for Brand Ambassadors weekly
- Create schedules and reports for short-term events, inform management teams across Canada about new bookings, updates, and/or cancellations weekly
- Maintain and update event schedules for multiple long-term activations operating concurrently, schedule brand ambassadors to execute them
- Confirm Brand Ambassadors for shifts, send out on-boarding contracts and payroll forms daily
- Confirm events with select hosts, send out contract agreements
- Establish check-in process with Brand Ambassadors, document changes on Excel sheets, PowerPoint, and internal communications updates
- Contact select retailers across Ontario to confirm activation details and inventory, update team weekly
- Collaborate and conceptualize with team on methods to drive Brand Ambassador engagement and retention with creative communications methods

- Assist with troubleshooting as it pertains to the scheduling of events and staff weekly
- Arrange Brand Ambassador travel and accommodations as needed
- Develop communications pieces and a breakdown of goals for particular brands in each province for management teams bi-weekly
- Create major update of facilitated events and upcoming events for management weekly
- Draft emails, employee notices and management notes within strict deadlines

Product Specialist

MAC Cosmetics

November 2011 to August 2017

- Contribute to company's overall marketing objective by scheduling posts and utilizing different social media platforms to promote products, diversity, inclusion and bringing awareness to HIV/AIDS
- Develop communications plans that educates team of 25 staff members to comprehend sales strategies for new products
- Responsible for having extensive knowledge surrounding social media platforms and trends that can be used alongside product release dates to execute and promote the goals of the company
- Create concise notes used to brief senior management on the goals, successes, tactics and areas of improvement related to the selling and promotion of particular products within specific time periods
- Promote and educate team members on use of new products in line with store objective of providing quality customer service
- Create sales tracking packages to facilitate success in daily sales goals

Education

BA Honours in Communication Studies

York University - Toronto, ON

September 2012 to October 2016

Additional Information

- Exceptional written and verbal communication skills
- Vast comprehension of social media platforms and analytics
- Strong problem solving, critical thinking and analytical skills
- Experience with Adobe Suite and content scheduling Platforms (Hootsuite, Buffer)
- Excellent Microsoft Office Suite Skills
- Works well independently and collaboratively
- Ability to plan and execute on multiple projects concurrently
- Relationship-building, administrative and brand enhancement skills
- Self-starter, positive, creative, detail oriented and resourceful