

Svetlana Karapetyan

Marketing and Sales Coordinator

Toronto, ON

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Work Experience

Marketing and Sales Coordinator

Avenview

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Toronto, ON

September 2017 to September 2018

Supported strategic planning, development and implementation of annual marketing and sales programs for Avenview products

- Coordinated all tradeshow activities, including managing all marketing and advertising initiatives and pre-show and on-site communications
- Created and managed the company's social media strategy and email newsletter to maximize online reach
- Regularly communicated with division team to connect branding strategy to marketing activity
- Operated as a point of contact and developed a trusted advisor relationship with key accounts
- Developed a profound understanding of all products and services, responding to client needs with accuracy

Marketing Assistant

McGill University School of Continuing Studies

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Montréal, QC

January 2017 to July 2017

- Interpreted and used analytics to monitor and continuously improve content strategy and execution
- In coordination with marketing team, executed paid social media campaigns on an as-needed basis
- Worked closely with Digital Communications team to develop and continuously improve social strategies that align with brand objectives

Enrolment Services, McGill University

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Montréal, QC

September 2016 to November 2016

Assisted with event logistics, including room bookings, registration and attendee tracking, presentation and materials

support and pre-and post-event evaluations

- Managed communications with faculty representatives to ensure all internal needs were met
- Designed promotional and signage material displayed at the event and strategically managed the installation process

- Trained and supervised over 30 student volunteers in various campus locations during the annual Open House event

Accounting Services Representative

Intact Insurance

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Toronto, ON

May 2016 to September 2016

- Performed financial transactions including verifying, classifying, computing, posting accounts receivable data
- Handled unresolved issues regarding payments, disbursements, billing arrangements and account discrepancies
- Collected and compiled client banking information, reviewed new business, amended payment schedules and processed premium refunds for accounts

Event Planning Assistant

September 2015 to November 2015

Education

Bachelor of Arts in Political Science

McGill University

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Montréal, QC

September 2013 to July 2017