

# JOHN DOE

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## EDUCATION

### Bachelor of Business Administration (with Distinction), Marketing

Apr. 2012

<Business School>, <University>, City, Province

- Cumulative GPA: 7.55/9.00
- Awarded York Entrance Scholarship (\$1,000), Queen Elizabeth II Aiming for the Top Scholarship (\$3,500)
- Recipient of Ambassador Leadership Certificate for volunteering 100+ hours at school recruitment events (Dec. 2010)

### Academic Exchange

Feb. to May 2011

Vysoká škola ekonomická v Praze (VŠE), Prague, Czech Republic

## PROFESSIONAL EXPERIENCE

### Acquisition Marketing Specialist, Retail

Jun. 2013 to present

<Telecom Company>, City, Province

- Developing retail campaigns to drive Satellite TV, Internet and Home Phone activations in targeted segments; Q3 2014 campaign drove 40% activation lift and 2014 campaigns generated 500+ incremental Satellite TV activations overall
- Collaborating with cross-functional teams to ensure flawless execution of campaign elements (e.g., POP, collateral)
- Analyzing campaign performance and providing recommendations on Satellite TV marketing strategy to senior leaders
- Executed Q1 2014 Chinese New Year campaign with supporting media, POP and red envelopes as a customer interception tool; increased Chinese programming attach rate 57% MoM to 1.4% and Multicultural attach rate to 14.6%

### Project Specialist, Graduate Leadership Program

Jun. 2012 to May 2013

<Telecom Company>, City, Province

*Communications Specialist, Customer Care* (Nov. 2012 to May 2013):

- Wrote and formatted 100+ articles a month for OnRecord, the Customer Care internal training and lifestyle blog
- Planned quarterly social events for Customer Operations team to boost employee engagement and enhance team culture with 50+ participants/event; socials included Gingerbread Wars, Chocolate Fountain, and office-wide Easter Egg Hunt
- Coordinated first Care Awards Gala at the Ritz-Carlton with \$15K budget and 50+ attendees from external vendor sites

*Retail Stores Consultant* (Oct. 2012):

- Advised VP of Corporate Stores and EVP of Customer Operations on ways to improve in-store customer experience

*IPTV Technical Support Representative* (Jun. 2012 to Sept. 2012):

- Assisted customers with tech support inquiries for IPTV, Internet and Home Phone; exceeded FCR-7 target by 10%
- Provided senior leaders with recommendations to reduce AHT, enhance agent training and improve employee morale

### Sales Assist, <Large Bank> VISA Mall Tour

Aug. to Sept. 2011

*Experiential Marketing Agency*, City, Province

- Engaged customers and signed them up for <Large Bank> VISA and <Large Bank> VISA Infinite credit cards
- Ranked 1st of 8 Sales Assists, achieved overall closure rate of 28% and consistently exceeded weekly activation targets

### Corporate Account Manager

Jun. 2010 to Jan. 2011

<University> Marketing Association, City, Province

- Secured title sponsorship agreement of \$6,000 with VP of Brand Management at <Large Bank> for annual conference

## ADDITIONAL

### <Telecom Company> Dragon Boat Team

Jul. 2013 to present

- Placed 1st of 5 teams in Toronto Sun Communications Cup race at 2013 GWN Dragon Boat Challenge
- Participating in 6 strength training sessions/month to improve overall fitness level and prepare for water season

### Lead Editor, Full Signal (Graduate Leadership Program Newsletter)

Jun. 2013 to Jun. 2014

- Managed team of 6 writers and 1 design assistant to produce bimonthly newsletter on telecom industry trends
- Received 100+ unique readers/issue, including Graduate Leadership Program peers, managers and directors