

# cecilie balfour.

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## marketing qualifications & capabilities.

- 5 years experience working in Advertising, Branding, Public Relations and Digital Content Creation
- Currently pursuing Digital Marketing Certificate from New York University
- Experience writing for different audiences (Lifestyle, Sports, Fashion, B2B, Humour) across different mediums (Advertising, Blogs, Social Media, Direct Mail)
- Experience and training using Adobe Creative Suite
- Experience using Hootsuite, MailChimp, Google Analytics, WordPress, Facebook, Twitter, Instagram, Pinterest
- Social Media savvy, constantly looking for new trends & applications
- Works effectively both individually and as a team, always willing to step-up and take on a leadership role

## related work experience.

### Account Manager

WIAN Branding | North Vancouver, BC

November 2012-November 2014

Responsible for the day-to-day management of several large client accounts: Kodak, BC Ferries, Children of the Street Society, Premier Marine Insurance

- Led project management for Kodak's demand generation campaigns for US and Canada regions through 2013-2014 (digital & printed)
- Led project management for Silver Wheaton's logo redesign
- Led project management of BC Ferries' 2014 Annual Report & Photoshoot
- Developed creative briefs for large scale campaigns and projects
- Managed creative development and production of digital and printed campaigns
- In charge of setting budgets and schedules, ensuring that projects stay on-time and on-budget
- Led brainstorming meetings with creative team
- Involved in copy-writing for ad campaigns and direct mail pieces

### Digital Marketing & Editorial Intern

EQAL | Los Angeles, CA

May 2012-August 2012

- Wrote online content for numerous celebrity websites/blogs
- Created specific, targeted content for lifestyle, fashion and athletic blogs
- Structured posts, keywords, links to increase search-ability and share-ability
- Created Pin-able images using Photoshop to accompany posts
- Used Pinterest to further celebrity brand outreach
- Worked on presentation of Blogger Best Practices
- Attended brainstorming/ editorial meetings for corporate brands
- Used company's publishing platform to publish posts and used some HTML coding to structure posts

### Social Media & Marketing Intern

Braun/Allison | Vancouver, BC

May 2011-June 2011

- In charge of execution of internal social media marketing strategy
- Responsible for dramatic increase in company's social media presence and audience interaction
- Tracked open rates & CTRs to judge effectiveness of campaign and refine strategy accordingly
- Conducted research on B2B and B2C social media marketing best practices

## related work experience (cont'd).

### Public Relations Intern

No Limits Sportswear | Vancouver, BC

May 2010-September 2010

- Worked on re-branding plan and presentation for A-52 warehouse
- Organized and maintained overall PR tracking list and press portfolios
- Attended major apparel trade shows, Magic and Project in Las Vegas, as PR assistant, helped to organize samples, sales lists and communicated with prospective buyers
- Assisted in catalogue photo shoots and TV appearances
- Conducted outreach to blogs for potential PR hits

### Client Services Intern

VitroRobertson | San Diego, CA

May 2009-July 2009

- Worked with brands: P.F. Chang's, Asics, Pei Wei, Cobra
- Developed branding/advertising idea that was approved for P.F. Chang's restaurant Fall 2009 promotion
- Worked closely with client services team on re-branding plan of P.F. Chang's
- Researched and created presentations on competitive brand's advertising, social media, events
- Organized and led brainstorming meetings

## communications & arts education.

### New York University | Online

Digital Marketing Certificate

October 2014 – Current

### Simon Fraser University | Burnaby, BC

Bachelor of Arts in Communications with a Minor in Publishing

September 2009-June 2012

- Dean's List Fall 2011

### Capilano University | North Vancouver, BC

Communications Program

September 2008-June 2009

- Communications GPA 3.7, Dean's List Fall 2009

## relevant marketing courses.

### E-Commerce | NYU Digital Marketing Program

- Creating & Executing Business Plan for E-Commerce Business
- Creating Marketing Plan (Online & Offline) for E-Commerce Business
- Examining ROI, Analytics, Revenue Streams for E-Commerce Business

### Building & Managing Social Networks | NYU Digital Marketing Program

- Training/Experience using multiple social media tools (twitter, Facebook, Instagram, Hootsuite, Flickr, Eventbrite, Youtube, Tumblr, Pinterest) for marketing/brand purposes
- Training/Experience on how to create a social editorial calendar for a brand
- Training/Experience on how to interact with different communities, represent different brands

contact me for more details.