

JAMIE CORDEN (she/her)

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Highlight of Qualifications

- 2 years of digital marketing experience with an emphasis on campaign development and execution
 - Proficiency in using social media management and analytics tools such as Sprout Social, Hootsuite and Google Analytics
 - Strong understanding of web metrics and digital analytics with the ability to generate, analyze and interpret data
 - Fluent in English and French
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Education

Bachelor of Arts Advanced

2019 - present

University of Manitoba

Major: Psychology, Minor in Management

Anticipated Graduation Date: Fall 2023

Relevant Coursework: Fundamentals of Marketing, Marketing Research, Digital Marketing, Consumer Behaviour

Relevant Work Experience

Digital Marketing Assistant (part-time)

March 2020 - March 2021

Sphere Media Agency

- Planned, developed and executed a social media campaign that successfully met the client's objectives and increased their online engagement by over 30%
- Contributed to meaningful idea generation with co-workers during staff meetings
- Presented finalized client campaign proposals to senior staff for approval
- Researched target audience behaviours of various clients and compiled findings into a detailed SWOT analysis
- Communicated daily with clients through email to provide project updates and field questions and concerns quickly and effectively

Digital Marketing Intern (part-time)

March 2019 - February 2020

The Forks

- Measured and reported the performance of all digital marketing campaigns and assessed against client goals
 - Brainstormed new and creative growth strategies for The Forks Instagram, Facebook and Twitter accounts
 - Communicated with The Forks audience on social media daily, increasing engagement by 40% over 3 months
 - Developed a new SEO strategy for The Forks blog, increasing monthly views by 25%
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Other Work Experience

Hostess (part-time)

January 2018 - February 2019

Earl's Polo Park

- Maintained an organized reception area, creating an easier and more efficient workflow
 - Handled customer questions and complaints efficiently, ensuring consistent customer satisfaction
 - Managed multiple tasks with competing deadlines while maintaining a high attention to detail
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Volunteer Experience

Dog Walker

June 2019 - Present

Winnipeg Humane Society

- Treat the dogs with the utmost compassion and respect, helping them develop healthy relationships and behavioural patterns with humans
 - Maintain the cleanliness of kennels and play spaces, ensuring the safety and well-being of the animals
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Activities and Interests

- Track and field
- Playing guitar
- Reading