

ANNIKA OLAFSON

123 Job Search Road
Winnipeg, MB R2C 2C2
413-770-8888
aolafson@gmail.com
linkedin.com/AnnikaOlafson

PROFILE

Creative and motivated Marketing student with an ability to problem solve and anticipate obstacles related to campaign implementation. Demonstrated experience in implementing new marketing plans and campaigns, developing original digital content for social media platforms, and conducting market research. Deadline driven with excellent time management skills and highly organized with the ability to manage multiple projects and set priorities accordingly. Extensive knowledge of API integrations, website CMS and web design/ UX best practices.

EDUCATION

BACHELOR OF COMMERCE (HONOURS), MAJOR IN MARKETING

December 2022

University of Manitoba

GPA: 4.2/4.5

Relevant Coursework: Sustainability Marketing, Marketing Research, & Marketing Management

Awards & Honors: Dean's Honor List

ACCESS DATA DEVELOPMENT PROJECT

Summer 2021

MARKETING MANAGEMENT, University of Manitoba

- Collaborated as a team to plan, design and develop a donor tracking system to streamline the donation process for a non-profit social organization
- Met with organization to understand information needs, marketing demographics and gather user requirements to complete project according to needs
- Performed complex queries, created forms and generated reports to guide decision making for the firm
- Developed a completed database and implemented a marketing campaign to drive donor engagement; increased outreach 65% resulting in a 18% YoY increase in total donations and average donation increased 20% YoY.

RELEVANT WORK EXPERIENCE

MARKETING INTERN

May 2021 – August 2021

Aritizia, Toronto, ON / Remote

- Conducted market research and analyzed current trends; created content for various social media platforms, such as Facebook, YouTube, Twitter, and Instagram
- Initiated, organized and managed an Instagram campaign: increased engagement by 15% in 2 months through a "re-post-to-win" competition
- Worked on implementation of new marketing strategies and campaigns; generated monthly marketing reports on the results of campaigns
- Pro-actively participated in weekly team meetings and contributed to brainstorming and idea generation
- Supported the Marketing Manager and Chief Marketing Officer with any tasks as assigned to support the team

MARKETING STUDENT

April 2020 – August 2020

Birchwood Automotive Group, Winnipeg, MB

- Penetrated new segments through use of strategic marketing initiatives such as daily contests with prizes and discounts
- Performed thorough market research and competitive analysis to understand and effectively communicate product value proposition for our dealership managers
- Communicated value and position to sales team and developed tools to support sales process
- Drove marketing initiatives to increase product visibility and market performance

PRODUCT MARKETING INTERN

April – August 2019

Bold Commerce, Winnipeg, MB

- Created product positioning and messaging to differentiate products in market and expand visibility
- Offered pricing and feature recommendations to management and cross functional teams
- Researched competitive solutions and competitive market comparisons and evaluations, presented 3 ideas to senior management with 2 solutions being incorporated

ADDITIONAL WORK EXPERIENCE

SALES REPRESENTATIVE

March 2018 – April 2019

Lululemon Athletica, Winnipeg, MB

- Consistently averaged in the top 5% of all sales reps in our region by notional dollar value
- Maintained organized, presentable merchandize to drive continuous sales
- Trained and developed new sales team associates in products, selling techniques and company procedures
- Effectively demonstrated product knowledge, overcame objections and closed sales

LEADERSHIP AND ACTIVITIES

VP MARKETING

April 2020 – Sept 2021

Marketing Students Association (UMMA), University of Manitoba

- Developed new member marketing packet, added new member information to MS Access
- Conceptualized and designed English and French language print and web advertising materials for 20th annual Wine & Cheese
- Maintained contact with and provided information to 150+ students, contributors and alumni
- Wrote and edited monthly newsletters distributed to 300+ student and alumni members

SKILLS AND INTERESTS

Skills: Conversational French

Modeling: Proficient in Excel

Microsoft Office, ActiveCampaign, SendPulse, Infine MLM, Exponea

Certifications: Completed QuickBooks Accounting Certification Program

Interests: Soccer, Running, Volleyball