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Started as a bit of a science nerd, graduated in a creative field and worked repeatedly in the field of marketing. The journey has been mildly wayward to say the least, but my curiosity drives me and my work ethic pushes me to keep learning and developing. However I have come to really enjoy the work involved within the fast paced and multifaceted world of media and marketing.

PROFESSIONAL EXPERIENCE

Office Administrator - The News Newspaper, St. Vincent & the Grenadines | July – Aug 2012

- In charge of day – to – day accounting, including advertising billing, pay roll and managing payments to and from various contractors.
- Utilized QuickBooks software to manage the company's financial portfolio.

Head of Marketing – Ravensbourne Penrose Market 2011, London, UK | September – November 2011

- Oversaw the branding and promotion of the event through the creation of a brand identity and the management of all social media outlets (Website, Twitter, Facebook)
- Organized all press releases and promotional materials (printed & digital) as well as acted as liaison between the media and the event management team.
- Supported other members of the management team in the setting up and running of the event before and on the day.

Fashion Intern – Peter Jensen Ltd., London, UK | January – February 2011

- Running general studio errands (picking up and collecting items from press office, suppliers, stockists, etc.), sourcing of materials, hand sewing and pattern cutting.

Fashion Intern – Claudia Pegus Designs Ltd., Trinidad | July – Sept 2009

- Worked in production department helping mainly with hand embellishment work, over locking and machining.
- Assisted in designing printed media for upcoming fashion events as well as the Trinidad & Tobago Film Festival with which Ms. Pegus was involved with at the time.

Marketing Communications Executive - Cable & Wireless (SVG) Ltd | October 2006– August 2008

- Managed the planning and execution of all promotions and promotional events with other members of the marketing team.
- Monitored and analyzed activities and promotions of our competitors
- Was instrumental in the signing of the bMobile Soca Dans as company ambassadors for our Carnival promotions.
- Assisted in the script writing and development, hiring and managing of talent for all locally produced media work
- Managed all press related correspondences and organized all media events. Served as the main point of contact between the media and the company.
- In charge of all media planning for newspaper, radio and television.
- Made public appearances on behalf of the company (including television, radio, as well as at live events)

- Liaised with the regional Marketing Team to implement regional promotional activities, assisting in the tailoring of generic templates to suit our individual market
- Acted also in the role as Corporate Communications Executive and represented the business unit for any regional led initiatives such as coordinating local planning for the 2007 ICC Cricket World Cup which was sponsored by Cable & Wireless.
- Was responsible for the compilation of weekly All Staff newsletter which helped keep all staff informed of all marketing activities and events as well as other news within the business unit. Employee engagement increased dramatically which saw increased participation by staff in marketing and corporate events.

Model & PR Officer - Image Modeling Agency | 2001 – 2006

- Modeled at fashion events regionally and in the United States
- Served as PR Officer between 2004 – 2006 managing all media and press related activities which resulted in Image's Fashion Caribbean being featured in various regional publications such as SHE Magazine, Shabeau Magazine and the Liat Magazine as well on Miami based fashion website LeRage.com which was very prominent at the time.
- Assisted in the planning and execution of fashion shows, including liaising with regional designers, managing show set up and running orders

Researcher, Script Writer & TV Show Host – Space Agency | November – December 2005

Space Agency was the local advertising agency contracted to manage the media distribution for the New Democratic Party during the 2005 General Election in St. Vincent & the Grenadines.

- Researched information on various sectors, including Tourism, Agriculture, Foreign Policy etc. for the use in developing campaign talking points
- Developed scripts for television and radio advertisements based on research
- Hosted television show which aired daily with the Leader of the NDP, the Hon. Arnhim Eustace tackling the issues that were of importance to voters during the election period.
- Worked alongside the production company's team during the concept development, filming and post production work for all visual media.

RECENT PROJECTS

Market Research Project – World Vision Canada (September – December 2012)

Research conducted on finding new ways to engage with and encourage donations amongst teens and young adults. Our group carried out a survey amongst students at three different Universities in the GTA and developed a marketing plan proposal for World Vision's newly developed Youth Engagement department.

Enterprise & Entrepreneurship – Sony Music UK (March 2012)

Develop a marketing and brand strategy for boy band One Direction. Project was highly praised by Sony Executives who were present. Our group went on to receive top grades for the research we carried out and our presentation.

EDUCATION

September 2012 – April 2013 | Seneca College | **Brand Management Post Grad Certificate**

September 2009 – July 2012 | Ravensbourne College of Design & Communication, London, UK
(www.rave.ac.uk) | **BA (Hons) Fashion: Fashion Menswear**

SKILLS

Marketing Communications | Corporate Communications | Event Planning & Management |
Branding & Advertising | Promotional Campaign Development | Social Media
Proficient in Adobe Creative Suite Photoshop, InDesign & Illustrator | Microsoft Office Suite |
QuickBooks | HootSuite Certified