

Brenna O’Leary
Montreal, QC

WORK EXPERIENCE

FFunction – Digital Marketing & Social Media Internship 2017, Montreal

- Blog content creation to promote launch of upcoming app ‘Min’
- Create SEO-optimized content and social media in B2B environment (Twitter & Facebook)
- Created email databases using online tools (Hunter, Hubspot, & LinkedIn)

HomeStars – Marketing Internship, Events Management, & Review Gathering 2016, Toronto

- Acted as the liaison for homeowners and contractors in moderating customer reviews for over 4,800 Canadians
- Responsible for organizing and coordinating both on and off-site events for the company
- Creating online reviews, surveys and information pages for clients of independent contractors around Canada
- Managed the Review Gatherer tool to process outbound calls to generate reviews to prevent companies from cancelling their membership, resulting in \$480,000 annual business saved

Lola Rosa – Line Cook 2017, Montreal

- Responsible for food prep and stocking food stations
- Cooking various menu items in a fast pace environment

Miller Tavern – Bartender, Hostess, & Trainer 2013 –2016, Toronto

- Gained Smart Serve Certification to independently serve and make beverages customers from a menu of over 30 drinks
- Demonstrating excellent attention-to-detail by fluently managing thousands of cash, credit, debit and large party transactions
- Managed in-person, telephone and online guest inquiries, requests, and reservation bookings, and peer training

Diageo – Mosaic Brand Ambassador 2016, Toronto

- Sampled Diageo alcoholic beverages at the Liquor Control Board of Ontario
- Provided product information to customers and general public

Goodlife Fitness – Customer Service 2012 – 2013, Toronto

- Managed in-person and telephone guest inquiries, customer service requests, and membership inquiries
- Independently managed in-person and telephone guest inquiries, up-sale opportunities, customer service requests, and membership inquiries

BoardSports – Sales Associate 2013 – 2014, Toronto

- Gained foundational team player and customer service skills
- Individually logged over \$99,050 in sales and helped over 14,000 customers while solely driving 50% of women's apparel sales during tenure

Red Rain Energy – Promotional Advertising and Sales 2013, Toronto

- Brand ambassador for Red Rain Energy drinks to personify the company, champion communication, and provide product information to the general public at pop-ups/events for their four main flavours
- Independently drove over 7,500 customer interactions and generated over 10,000 samples of the products

EDUCATION

Concordia University – Graduate Diploma (Candidate 2017)

- Communication Studies

Dalhousie University – Bachelor’s of Arts (Graduated 2016)

- Recipient, Dean's Honour List (2013 - 2016)
- Sociology and Anthropology Major, Law and Society Minor

OTHER

- Strippd-Down, Art Collective – Board Member (2017)
- POP Montreal, Art and Music Festival – Volunteer (2016) \
- Art POP
- Easter Seals Canada – Fundraiser (2008 – 2012)
- CANFAR – Committee Member (2012)
- Recipient, Material Arts Award – Awarded for contemporary forms and mixed media (2011)
- Recipient, English Arts Award – Awarded for reading and writing excellence (2011)

PUBLICATIONS

- CKUT Radio – [Podcast] Episode II: Love (2017)
- Graphite Publications – [Podcast] Reebok Interview (2017)