

GOAL: TO ADVANCE THE ONLINE AND IN-PRINT MARKETING CAPACITY OF MY CLIENTS.

HIGHLIGHTS OF QUALIFICATIONS

- 5 years in event planning, promotion, implementation, 5 years group work and facilitation.
- Organised two performances at the 2008 Scarborough Walk of Fame. One performance was a ritual Indian dance the other was a social issue video display of created by local youth.
- Created a unique environmental ideas forum and trade show, The Big Pitch Environmental Forum in Scarborough at the HP Science and Technology Centre, www.bigpitch.ca
- Organised, promoted and conducted the first and only New Canadians Forum, at City Hall, on January 9, 2007. Speakers included the GM of the City of Toronto, Director of Access and Diversity, Mayor of Toronto, Minister of Citizenship & Immigration, Labour Critic, Director of Employment Standards, President of Toronto Argonauts Football Club, etceteras.
- Organised and hosted the first ever Diversity Job Fair and Skilled Trades Forum for Women and Youth at City Hall, in Toronto, on Wednesday, January 16, 2008. Featured speakers included: Deb Matthews – Minister of Women & Children and Youth, Shelley Carroll – City Councillor for Women & Toronto Budget Chief, Ken Jeffers – Manager of the Access of Diversity Unit for the City of Toronto & Angela Wilson – President of CAWIC.
- Developed and facilitated the first ever Family Law Forum for religious divorce where the Attorney General for Ontario Chris Bentley was a key speaker.
- United and facilitated partnerships with the Toronto Atmospheric Fund and the Pre-Apprenticeship Training Institute, Wo-Built, CAWIC, Tricrest Media and Vamos a Canada.
- Organised and developed a community program with the KURIO Foundation, the Access and Diversity Unity of the City of Toronto and the Pre-Apprenticeship Training Institute.
- Created alliances with between Adecco Corporate and the PAT Institute.
- Prepared for and attended job fairs, including the National Job Fair, York Youth Job Fair, Future Focused Job Fair (facilitated by the YMCA and promoted by the Ministry of Labour).
- Developed promotional materials for employment programs and job search services.

KEY ACHIEVEMENTS

- The Big Pitch Marketing Group (Vaughan, ON)
Web Design, Digital Marketer, SEO, SEM, SMO April 2012 – Current Date
- Maxi Mind Learning Centres (Thorhnull, ON)
Community Relations January 2012 – May 2012
- Event planning and promotional campaign, event publicity
 - Sales and setting appointments for client consultations and presentations at Jewish schools
- Canadian Yeshiva & Rabbinical School (Toronto, ON)
Event Marketing Specialist November 2011
- Press Release for inaugural convocation, marketing campaign, sponsorship package
 - Invitation letters to dignitaries, such as the Mayor, Ministers of Parliament
 - Developed strategy for zero cost event promotion using online and radio media

The Big Pitch Environmental Forum (HP Science & Technology Centre, Toronto, ON) Event Planner, Coordinator, Organiser, Facilitator, Promoter	2009
<ul style="list-style-type: none"> • Conceived of the function and its theme and marketed the promotion through various media • Established stakeholders and involved in them in planning, scheduling and organising tasks • Secured venue, dealt with various officials at Centennial College to ensure event ran smoothly 	
Family Law Forum (B'nai Brith Headquarters, Toronto, ON) Event Planner	December 2007 –March 2008
<ul style="list-style-type: none"> • Coordinated with the legal advisor to arrange invitation of Attorney General and dignitaries • Liased with a number of stakeholders to develop format, layout and purpose of the function • Assisted with promotion and recognition of the event through widespread channels 	
Skilled Trades Forum for Women and Youth (City Hall, Toronto, ON) Event Planner, Coordinator, Organiser, Facilitator	August 2007 – January 2008
<ul style="list-style-type: none"> • Conceived of the function and its theme and marketed the promotion through various media • Established stakeholders and involved in them in planning, scheduling and organising tasks • Secured venue, dealt with various officials at City Hall to ensure event ran smoothly 	
New Canadians Forum (City Hall, Toronto, ON) Project Manager	October 2006-January 2007
<ul style="list-style-type: none"> • Promoted Bill-124 (Fair Access to Regulated Professions Act) in articles and by hosting the affair • Determined keynote speakers and developed the forum according to their areas of contribution • Developed stakeholders worked with them to grow the scope, purpose and spectrum of the happening 	
OTHER EXPERIENCE	
Pre-Apprenticeship Training Institute, Toronto, ON Promoter and Business Developer (Volunteer)	July 2007 – 2009
Vamos a Canada Inc., Vaughan, ON Employment Services Manager / Diversity Recruiter	February 2006 – July 2007
Brainhunter.com, Toronto, ON Technical Recruiter	March 2004 – July 2004
RWH International, Toronto, ON (<i>Canadausemployment.com</i>) Project Manager	August 2002 – November 2005
Employment Consultant / Diversity Recruiter	September 2004 - November 2005 August 2002 - March 2004
Lighthouse Investment & Property Inc., Vaughan, ON Administrative Clerk	December 1998 – October 2001
York University, Registrar Office, Toronto, ON Office Clerk	October 1996 – December 1997
EDUCATION	
Seneca College, Paralegal Accelerated Program, (Post-Grad Diploma)	October 2011
Centennial College, Festival Event Conference Management (Post-Grad Certificate)	April 2009
Seneca College, Tourism and Travel Diploma (Hospitality Option)	January 2002 - August 2002
York University, Bachelor of Arts Degree in Philosophy	2001