

# Jake Publicity

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## OBJECTIVE

To gain a position as Marketing & Promotions Coordinator at the Vancouver Aquarium.

## SKILLS PROFILE

- Previous experience in event planning, promotions and sponsorship
- Leadership skills developed through extensive campus and community involvement
- Demonstrated interest in environmental conservation and sustainability
- Confident public speaker and presenter to a group size of 50-100 people
- Experience in recruiting, training and leading a project team
- Proficient in Publisher, Microsoft Office Suite and Adobe InDesign

## EDUCATION

### Bachelor of Arts, Psychology

Graduated: May 2017

University of British Columbia (UBC) | Vancouver, BC

Relevant Coursework: Technical Writing, The Ocean Ecosystem, and Social and Nonprofit Marketing

## RELATED EXPERIENCE

### Sponsorship Director (Volunteer)

Academic Year: 2016-2015

UBC Recreation | Vancouver, BC

- Managed the sponsor network for UBC Recreation, Canada's top recreational program provider
- Provided consistent sponsor relations by recruiting, training and leading a staff of three volunteers
- Successfully secured sponsorship for all major events by contacting potential sponsors in a professional manner via email, cold calling and in-person visits

### Power Smart Representative

June – August 2016

BC Hydro | Burnaby, BC

- Increased public awareness about energy-saving alternatives by educating public about BC Hydro initiatives and sharing conservation best practices
- Delivered effective presentations to groups of up to 100 people at community and retail events
- Built relationships with media representatives and community stakeholders to increase Power Smart campaign profile
- Managed logistical planning for promotional outreach tour to communities across BC, including scheduling, budgets, transportation and accommodation for a team of 20 staff

## ADDITIONAL EXPERIENCE

### Server

2015 – Present

Wagishi Japanese Restaurant | Vancouver, BC

- Maintain excellent customer service standards while creating a welcoming atmosphere
- Assist customers with menu selection and advise them of current specials and details regarding meal preparation and ingredients
- Work efficiently under pressure in a fast-paced environment

### Student Orientation Leader (Volunteer)

Academic Year: 2015-2016

University of British Columbia | Vancouver, BC

- Assisted with the organization of Imagine Day for new to UBC students, and welcomed students by conducting friendly and informative tours
- Promoted events and provided continued support for new students through regular contact via check-in meetings, email and phone
- Introduced students to relevant campus resources and opportunities to support their transition and to enhance their overall student experience

### Games Attendant

July – September 2014

Playland at the PNE | Vancouver, BC

- Attracted guests to balloon dart game by interacting with the crowd
- Maintained a clean and attractive game area
- Created a fun, positive and interactive experience for players

## COMMUNITY INVOLVEMENT

### Burnaby Lake Nest Box Program

2016

Installed, cleaned and repaired nest boxes for the bird population of Burnaby Lake

### The Great Canadian Shoreline Clean-Up

2015

Volunteered to collect garbage from coastal shoreline

### Second Street School Summer Day Camp

2014

Supervised and organized activities for elementary school students including field trips, sports and arts

## INTERESTS

Volleyball, ultimate frisbee, photography, and travel to seven different countries