

JENNA CARDAMONE

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PROFESSIONAL SUMMARY

As a **passionate** and **detail-oriented** industry new-comer, a large part of my success while working with people stems from my ability to cultivate an intuitive understanding of their needs and spearhead the project from there. My **mission statement** is to improve myself, others, and the environment through continuous and focused innovation, experience, and education.

CAREER HIGHLIGHTS

Deans Honour Roll: Earned for a 3.8 GPA or higher at Red River College Polytech (May 2022 and December 2021).

Campaign Success: Achieved a 1554% higher reach to non-followers on Instagram, significantly expanding brand audience.

PROFESSIONAL EXPERIENCE

Marketing Specialist

March 2024 - Present

Brows by Laurie-ann, Winnipeg, MB

- Developed visually appealing and engaging content, including videos and posts, tailored to the target audience, leading to a significant increase in brand visibility.
- Designed and executed a complete rebrand, including the creation of a new logo, business cards, pricing guides, and gift certificates, enhancing the company's professional image.
- Ensured all content adhered to brand guidelines, maintaining a cohesive aesthetic across all platforms.
- Conducted market research to identify emerging trends, product demand, and marketing strategies.

Administrative Assistant

September 2023 - Present

Associated Engineering Ltd., Winnipeg, MB

- Responsible for managing the data collection from over 100 sources and analyzing potential opportunities.
- Managed the preparation on vital project information including invoicing and safety reporting documents.

Sales Supervisor

April 2022 – August 2023

Puma, Winnipeg, MB

- Contributed to the company reaching its overall yearly sales target 3 months ahead of schedule.
- Drove sales and conversions through monitoring KPI's, customer relations, and business metrics.

EDUCATION

Bachelor of Business Administration, Major in Project Management

Yorkville University, Fredricton, NB

Currently Enrolled

Oct. 2023- Dec. 2025

Business Administration Diploma, Major in Marketing

Red River College Polytech, Winnipeg MB

Final GPA-3.8

Sept. 2020- Dec. 2022

SKILLS

Technical Skills: Hub Spot, MS Teams, Zoom, Canva, Salesforce, BI, Wix, Microsoft Office Suite, Social Media platforms, CRM systems, Graphic Design tools, Data Analytic tools, SEO/SEM, Project Management, Google Analytics, Email Marketing, and more.

Soft Skills: Excellent Communication, Leadership, Creative Problem Solving, Interpersonal skills, Organizational skills, Adaptability, Teamwork, Multitasking, Independence, Time Management, Content Strategy, Research, and more.