

ALEXA LAWRYNOWYCZ

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206 - 200 Queen Mary Drive, Oakville, ON L6K 3L1

KEY COMPETENCIES

Digital Marketing	Product Development	Content Creation	Team Leadership
Communications	Graphic Design	Marketing Strategies	Ecommerce
Social Media Management	Video Editing	Event Planning	Website Design

PROFESSIONAL EXPERIENCE

MARKETING SPECIALIST

JANUARY 2024 - PRESENT

Highline Forming / ADI Development Group

- Developed and executed comprehensive social media and content strategies aligned with corporate objectives and business goals.
- Implemented and measured our social media strategy, enhancing brand visibility, fostering engagement, and driving growth across various platforms.
- Identified emerging reputational themes and provided actionable insights to the Vice President.
- Conceptualized, created and managed the creation of social media content across all platforms.
- Created and maintained a detailed social media calendar and utilized analytics tools to capture and analyze performance data, using these insights to optimize future strategies.
- Collaborated and supported other departments and subsidiaries with their social media strategies, execution, and evaluation.

COMMUNICATIONS MANAGER

APRIL 2022 - PRESENT

Blue Devils FC

- Develop and implement monthly content calendars for Facebook, Instagram, and Twitter platforms.
- Orchestrate collaboration with administrative team members to prepare engaging monthly club newsletters.
- Spearhead email marketing initiatives to effectively reach and engage target audiences.
- Generate concise and compelling blog posts to capture reader interest and boost overall engagement.
- Conduct extensive research to identify and leverage trending ideas for enhanced engagement and increased sign-ups of new academy players.
- Coordinate with sponsors for successful collaborations and event coordination.

SOCIAL MEDIA MANAGER & CONTENT CREATOR

MAY 2021 - PRESENT

Forward Goalkeeping

- Conduct market research: analyze market trends, customer needs, and competitor offerings to identify opportunities for content development.
- Collaborating with cross-functional teams: working closely with founder and partners to align on marketing and product goals.
- Developing a clear vision and strategy for product development, considering market trends, business objectives and target audiences.
- Oversee all social media content, photography, videography, editing and collaborations.
- Assist in the planning of events and goalkeeping camps.
- Nurture goalkeeper community via social platforms.
- Monitor, track and report on social platform analytics.

MARKETING COORDINATOR**SEPTEMBER 2023 - MARCH 2024****Town of Oakville**

- Help Oakville-based businesses by providing them with a free digital assessment that recommends digital tools and technologies that can help them reach their goals, guides them on how to get started, along with connections to trusted vendors, product offerings and deals.
- Perform website audits, content creation, e-commerce integration, paid advertising, funding opportunities and industry research.

EMAIL MARKETING STRATEGIST**FEBRUARY 2022 - APRIL 2023****The Lakeside Collection / LTD Commodities**

- Oversaw daily operations of email campaigns, including campaign theme/concept development, copy direction, creative briefs, product/category promotion selection, template creation, product inventory management, A/B testing, and campaign deployment.
- Served as an expert in email and SMS channels, effectively communicating strategies and insights across all organizational levels, while advocating for innovative ideas to drive growth.
- Collaborated with creative designers to align strategic goals with creative execution, elevating the brand representation in email communications.

ECOMMERCE COODINATOR**SEPTEMBER 2020 - SEPTEMBER 2021****Digital Main Street - ShopHERE**

- Provided expert guidance and support to business owners in establishing a strong digital presence through website design, social media management, email marketing, and paid advertising.
- Conducted intake calls, ensuring a seamless onboarding experience for new businesses, and facilitating the offboarding process when necessary.
- Conducted comprehensive training sessions to equip business owners with the skills and knowledge needed to effectively utilize the platform.

SALES ASSOCIATE & MARKETING MANAGER**DECEMBER 2018 - MARCH 2021****Blush & Lace Fashion**

- Proven track record of consistently delivering exceptional customer service while adept handling difficult situation with a focus on resolution and customer service.
- Demonstrated proficiency in managing challenging customer interations through effective negotiation and de-escalation techniques.
- Planned, created and curated monthly content calendars for Instagram
- Additional duties included, in-store sales transactions, assisted customers with sizing and garment selection, answered phone and email inquiries, made selections from vendors, packaged online orders and assisted the owners as necessary within the store

EDUCATION**UNIVERSITY OF COLORADO, 2023**

Public Relations & Media Specialization Certificate

SHERIDAN COLLEGE, 2014 - 2018

Bachelor of Interior Design

SHERIDAN COLLEGE, 2013 - 2014

Art Fundamentals Certificate

REFERENCES**AVAILABLE UPON REQUEST**