

Olivia Spencer

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EDUCATION

Queen's University

Bachelor of Commerce

Kingston, Ontario

2017 – Present

- **Degree Focus:** Marketing and Brand Management, Certificate in Social Impact
- **Relevant Courses:** Channels & Internet Marketing (A+), Marketing Strategy (A)
- **Exchange:** Completed winter 2020 semester abroad at Aarhus University, Business and Social Sciences in Aarhus, Denmark

Crofton House School

Dogwood Diploma

Vancouver, British Columbia

2012 – 2017

- Academic Honour Roll 2012-2017

PROFESSIONAL EXPERIENCE

TELUS

Marketing Specialist

Vancouver, British Columbia

Summer 2019

- Worked directly with the experiential agency to coordinate all #ShareLove campaign logistics; developed the in-store retail offer and messaging for the cause marketing component in TELUS and Koodo stores with support of the Channels team
- Responsible for planning and executing a kick-off event for the 2019 #ShareLove campaign with 300 community partners, executives and business customers in attendance; took care of all components including venue, food and beverage, entertainment and photography
- Assisted the Corporate Events & Experiences team with several in-house events for various community partners

TELUS

Summer Student

Vancouver, British Columbia

Summer 2018

- Critical component to the success of one Canada's largest corporate Pride programs; managed all logistical aspects to enable activations at 22 Pride events across Canada, including agency & Pride society relations, shipping, and volunteers
- Designed the program with agency support and tracked progress to keep key stakeholders including executives involved and informed; recommended and implemented program changes and adjustments in order to achieve scorecard objectives
- Conducted digital needs assessments and background research for the Health for Good program expansion
- Assigned significant responsibility to plan and execute a media launch for the new mobile clinic in Victoria, BC

EXTRACURRICULAR ACTIVITIES

Queen's University Investment Counsel (QUIC)

Marketing Director

Kingston, Ontario

2020 – Present

- Work with a team of 33 students to manage a \$1.4M portfolio of Canadian and U.S. equities on behalf of the Queen's University Endowment Fund and Mackenzie Investments
- Responsible for the creation of all marketing materials and management of QUIC's social media platforms
- Collaborate closely with the Executive team to develop and further evolve marketing strategy to refine QUIC's brand and broaden reach

Queen's Women in Leadership

Brand Director

Kingston, Ontario

2020 – Present

- Oversee a team of 3 students to manage all communication and marketing related content for the student-run organization and conference
- Develop a detailed marketing strategy for the year that aligns with the brand and the co-chairs' vision and work with other portfolios to create publications to support the success of the organization
- Created the Equity Summit campaign alongside the marketing coordinators which reached 634 Instagram accounts and the launch video generated 2.3K views

Queen's Commerce Leadership Summit

Publications Director

Kingston, Ontario

2019 – Present

- Work alongside my team to create all social media graphics and publications for the conference and various portfolios
- Create a brand vision with my co-director and incorporate it in all elements of the conference
- Designed graphics for the Instagram account that reached 1,036 profiles and resulted in 1,240 impressions

ADDITIONAL INFORMATION

- **Athletics:** Field hockey goalkeeper 2006-2017 (British Columbia Provincial Champion 2017, USA National Festival Champion 2015)
- **Skills:** Adobe Creative Suite, Shopify, Wix website design, Microsoft Office, Google Suite and Google Analytics
- **Certifications:** 4 Google Analytics Certifications, 3 HubSpot Marketing Certifications, 37 Facebook Digital Marketing Certifications that focus on optimizing business marketing strategy and search engine optimization (SEO)
- **Extracurriculars:** Queen's Commerce Kids elementary school volunteer (2018-2019), Hockey Canada 2019 IIHF World Juniors volunteer, Crofton House Athletic Leadership Team (2016-2017), field hockey junior coach (2013-2016), violin musician (2005-2016)