

ANDREA CAMACHO

PUBLIC RELATIONS & MARKETING

CONTACT



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150 Dan Leckie Way
Toronto, ON

EDUCATION

Bachelor of Communication,
Major in Public Relations
Minor in Marketing

Mount Royal University,
Calgary AB
(2013-2017)

AWARDS

Mount Royal Bright Future
Scholarship
Mount Royal University / 2013 -
2017

Dean's Honor Roll
Mount Royal University/ 2013 - 2017

SKILL STATEMENT

Offering more than 5 years' successful project management experience combined with a four-year Public Relations degree. Highly successful in design and implementing creative media campaigns, utilizing strategic partnerships, and disseminating information about companies to the media and directly to key audiences. Strong international relations background, event management, event planning and public speaking. Established outstanding media relations around the globe with journalist, bloggers, editors and producers. Willing to travel and relocate.

WORK EXPERIENCE

Public Relations Coordinator

Le Font - Cosmetic Surgery Institute / Calgary, AB / Oct – March 2017

- Developed and maintained outstanding relationships with clients and exceeded their expectations for customer service while securing their travel arrangements
- Demonstrated consistent ability to close sales and achieve high productivity
- Utilized excellent verbal and written communication skills and maintained professional, positive demeanor
- Created specialized communication plans to promote physicians and new services
- Represented the clinic at public events covering health, wellness and other topics
- Planned and directed broadcast content for local radio and television opportunities; cultivated original story ideas and topics for shows; secured physician participation
- Participated in civic, social and business organizations to promote the Clinic's reputation, protect its interests and advocate for its positions where appropriate

Special Events Coordinator

YWCA of Calgary / Calgary, AB / May – Oct 2016

- Supported coordination of all aspects of the YWCA WALK A MILE IN HER SHOES and YWCA WHYWHISPER Gala fundraising events to maximize revenue and awareness. Including: website updates, volunteer recruitment, vendor management, programming, budget management, committee selection, media relations engagement, creation of media kits, sponsor stewardship, and all event logistics
- Assisted Marketing Manager with all marketing and branding strategies through project coordination, including timelines, proofing, and evaluating marketing copy and design with internal and external vendors
- Organized and maintained events and details in Microsoft Excel and Word
- Coordinated and organized meetings for potential new vendors, which led to cost reduction and improved quality
- Represented the organization at community/promotional events (i.e. booth)
- Pinched and secured top-tier media coverage for the events and handled all blogger and media relations
- Coordinated a direct marketing campaign to develop a network of contacts, which increased donors outreach, resulting in a 37% increase in donations
- Monitored local media for coverage of fundraiser events; identified trends in national and local not-for-profits
- Prepared and presented weekly reports, post-event analysis, and strategy proposals to management

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WORK EXPERIENCE (CONTINUED)

RELATED PROJECTS

- Mount Royal University Residence Activities Council (Program Planner)
- Redesigned the Calgary Ski Website using WordPress
- Designed a lifestyle blog using Square Space
- Community Relations Project with Palliative Care society for the Bow Valley
- Media relations training at Mount Royal University

REFERENCES

References and portfolio available upon request.

Marketing and Events Coordinator

Great Grade Excavations / Calgary, AB / Jan 2010 – Jan 2016

- Supervised established client accounts – contacted clients regularly to create effective working relationships; maintained relationships with the company's customers
- Oversaw marketing budgets and event plans
- Developed initial social media plan and presence for startup brand; built social media calendar, posts, advertising and promotions across social media platforms and blogs
- Identified and implemented exciting ways to actively manage and transmit the company's reputation
- Initiated sales and marketing activities, including phone calls, e-mails, online postings and face-to-face meetings, designed to identify and engage prospective new customers
- Identified a target group, created an advertising concept, and developed a promotional campaign that increased new clients by 17 percent in the target group
- Created and implemented new method of ordering packaging materials for large accounts to ensure better quality, timely shipments and reduced costs
- Sourced venues, catering and promotional materials for various events hosting up to 300 guests
- Worked with clients to guide them through the event details and served as their personal coordinator throughout the entire planning process and event

Junior Diplomacy Officer

Spanish Embassy / Bogota, Colombia / May 2008 – May 2009

- Represented the Embassy at different events in Bogota, Colombia to promote the embassy's digital diplomacy strategy
- Performed extensive research about potential clients' products, marketing goals and needs prior to contacting them
- Supported the clear communication of the embassy's key messages, including Spain's scholarship system and Spanish visa requirements
- Facilitated contact and communication between the embassy and visa applicants
- Drafted documents, communication tasks and research using Microsoft Office, Photoshop and InDesign programs

VOLUNTEER EXPERIENCE

Community Service Learning Project

Children's Wish Foundation / Calgary, AB / Jan – June 2016

- Worked with the management team to develop a public relations campaign towards creation of awareness in the community about this organization and its philosophy
- Planned an event where pictures were distributed through social media
- Managed relationships involving different stakeholders, such as vendors, sponsors, participants and speakers
- Assisted senior professionals in developing fundraising strategies
- Maintained accurate records of donations, donors' contact details and history