

Jessica Muhlbier

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Media, Information & Technoculture (MIT) graduate with marketing and communications experience • Excellent communicator with strong listening skills who effectively conveys information verbally and in writing • Creative with strong analytical and organizational skills •

EDUCATION

Post Graduate diploma in Marketing Communications January 2010 – Present
The University of Toronto, Toronto, Ont.

Bachelors (BA) of Media, Information and Technoculture (MIT) September 2006 - June 2009
The University of Western Ontario, London Ont.

PROFESSIONAL EXPERIENCE

Account Coordinator
Thornley Fallis Communications, Toronto, Ont. February 2010 – Present

- Acted as communication liaison for a global automobile manufacturers' regional dealer network
 - Responsible for design and implementation of campaign launch initiatives (i.e., Driving One For Your School) including liaising with regional and top-tier media outlets
 - Designed and developed communication plan for nationwide product launch
 - Led 5 member team in weekly status update communications with client
 - Compiled and analyzed monthly media coverage for semi-annual Media Relation Rating Points (MRP) report
- Responsible for developing and delivering the annual media audit for a North American P&C insurance company
 - Analyzed media coverage data against market competitors
- For a municipal hydro provider, created and designed an audience research report to facilitate monitoring and engagement of digital communities
- Designed and drafted creative media and new releases for web-based travel provider
- Provided social media monitoring for telecommunications clients
 - Monitored and reported on corporate Twitter feed activity
- Led numerous internal brainstorming workshops focused on new and innovative product launches
- Media monitoring: daily assessment of RSS feeds, Google Reader, Google Alerts, Twitter, Facebook, and blogs for various clients.

Strategic Marketer – Internship
BrightSpark, Toronto, Ont. September 2009 - November 2009

- Responsible for creating and developing an innovative marketing plan to launch a new online business, Jewlr.com, which specialized in customizable jewellery.
- Experimented with various SEO strategies and online communities to successfully reach the target demographic
- Wrote and recorded a “how to” video for customer service purposes.

Consultant
QuickPlay Media Inc., Toronto, Ont. August 2009 - September 2009

- Coordinated PR and event planning materials to support the firm's Toronto International Film Festival (TIFF) client gala screening

- Organized all event logistics, client communications, and onsite event facilitation.
- In addition to event coordination, I assisted with the firm's corporate portal updates and numerous PR related activities.

Entertainment Social Media Associate

MySpace Canada, Toronto, Ont.

April 2009 - June 2009

- Researched and promoted new video and music content
- Blogged for three MySpace portals including "A Place for Canadians"

Digital Marketing Internship

Genesis Interactive, GotGame, San Francisco, CA

May 2008 - August 2008

- Responsible for marketing strategies to beta launch a new software gaming company, GotGame.
- Blogged, monitored conversations via social media, and drafted creative marketing plans
- Produced and edited numerous journalistic style articles for online news portal

Marketing Coordinator

Rogers Communications Inc., Toronto, Ont.

May 2007 - August 2007

- Special maintenance, inventory mapping and profile upgrading of the sales intranet
- Regular correspondence with employees throughout the organization
- Formatting of an external website catalogue
- Distribution of marketing materials to regional offices
- Assisted with several corporate events throughout the summer including annual executive/client golf tournament
- Reference letter available upon request

COMMUNITY LEADERSHIP PROJECTS

KM World, Washington, DC.

November, 2010

- Panel participant and speaker

KM World, San Jose, CA

November, 2009

- Panel participant and speaker on developing enterprise 2.0 with Web 2.0 for employee engagement

What's Your Tech Toronto, Ont.

February 2010 – Present

- Blog about trending technology and social media topics

PROFESSIONAL DEVELOPMENT/SKILLS

- Radian6 and Media Relation Rating Points
- Microsoft Word, Excel, PowerPoint, Adobe Photoshop, Dreamweaver
- Knowledge and expertise in designing effective community interaction experiences using Web 2.0 social media engagement methods

REFERENCES

- Available upon request