

Carly Handel

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Developed great team working and interpersonal skills during time at BCIT. Gained technical experience in the newest computer and marketing techniques. With 4 years customer service experience, and 3 years of event co-ordination work experience, has the skills required to satisfy client needs, multitask and stay organized. Enthusiastic, outgoing attitude and friendly personality.

Marketing Experience

Event Marketing

- BCIT 2004 Open House – Student Leader of Corporate Sponsorship: Contacted and confirmed sponsors, ensured sponsors were organized and received expected benefits
- Co-organized the West Coast Llama & Alpaca Sweepstakes for three consecutive years

Public Relations

- Developed media kits, press releases and brochures for Fibrefest International
- On air television interviews about Open House
- Produced publicity video for Open House website (www.openhouse.bcit.ca)

Promotions

- NOWTV Promotions Department - attended targeted youth events, interaction with public
- BCIT's Big Info sessions – volunteer work to inform prospective students & encourage enrollment

Sales & Customer Service

- Customer service, team communication, and multitasking skills from retail work experience
- Ensuring sponsors were satisfied with BCIT's Open House

Direct Response

- Developed several personalized packages for BCIT's 2004 Open House
- BCIT student project - Evaluated direct mail campaigns for BCAA and Canadian Cancer Society

Database Marketing

- Developed an Access database for Open House sponsors
- Built and segmented a database for the BCIT Communications Department for email campaign

Integrated Campaign Development

- BCIT Group consultant project
 - Developed new product to be promoted during the 2010 Vancouver Winter Olympics
 - Integrated various marketing strategies and tactics to produce a consistent campaign
 - Developed creative concepts, media plans and campaign budget

Advertising Design

- BCIT student project - Developed creative concept and media plan for Mike's Hard Lemonade
- Created advertisement based on creative concept using QuarkXpress and Photoshop

Marketing Research

- Primary research for BCIT Communications Department for new program feasibility
- BCIT group consultant project - Conducted quantitative research study of BCIT students for interactive television company
- BCIT group consultant project – Conducted focus groups and in-depth interviews for a local energy bar producers

Education

BCIT Marketing Management Diploma– Direct Response option – Graduated May 2004

Areas of study include:

Public Relations and Event Marketing	Sales Promotion
Advertising Design and Production	Direct Marketing
Website Design and E-marketing	Database Marketing
Media and Communications Campaign Planning	Market Research
Accounting, Business Math, and Business Communications	

D.W. Poppy Secondary School, Langley, B.C. 1995-2000

Past Employment

Fellowship Recipient, Meloche Monnex, BCIT Alumni Relations 2004 – Present

One of three recipients of annual scholarship in Canada. Work with several departments in BCIT, focusing on academic advancement, student recruitment, and community relations.

Student Director of Corporate Sponsorship, BCIT Open House 2004 2003 – Present

Identified, interacted with and secured corporate sponsors for Open House. Designed package materials, wrote direct mail letters, managed two assistants and conducted meetings. Media contact person, key contact person on Open House website.

Marketing Research Assistant, BCIT Communications Department 2003 – Summer

Built, maintained and segmented a prospect database of local companies. Utilized several sources: compiled lists, primary research, and referrals.

Promotions Assistant, NOW TV

2003 – Summer

Team leader. Responsible for set-up and tear down of equipment, administering contests and prizeing, transporting equipment and crew members. Interacted with youths and parents, demonstrated product features and benefits.

BCIT Recreation center – “Fit Pit” staff

2002 – Present

Maintained member database. Performed administrative and facilitative duties. Customer service, problem solving activities.

Sales Associate “Bootlegger”, Willowbrook Mall, Langley, BC 1999 – 2004

Customer service, administrative duties, team communication leader. Merchandised retail spaces, reorganized shipping/receiving area, organized staff functions.

Event Co-organizer - West Coast Lama Breeders Sweepstakes 1998-2001

Co-organized events, program, promotional materials, and sponsorship. Allocated booth space and livestock stalling. Fashion show announcer, ring steward, ringside announcer, and administrative assistant.

Computer Skills

Fluent in:

- | | |
|-----------------------|-------------------|
| ▪ Microsoft Office XP | SPSS |
| ▪ QuarkXpress | Dreamweaver |
| ▪ Lotus Notes | Internet Explorer |

References and Portfolio Available upon request.