

GRACE DUERN

MEDIA COORDINATOR

CONTACT INFORMATION

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PERSONAL PROFILE

I am an organized and detail-oriented self-starter who thrives in fast-paced and creative environments. Experienced in administration, marketing strategy, media coordination, and copywriting. I am positive and productive in interactions with clients and teammates.

SKILLS AND ABILITIES

- Organization, Administration and Media Coordination
- Copywriting & Editing
- Creative Production
- Media Planning and Marketing Strategy
- Internal, partner, and client relations
- Data Insights & Analytics
- Proficient in the Microsoft Suite
- Versed in Social Media and Digital Marketing platforms
- Team-building and Communication
- English & French

PREVIOUS EDUCATION

Concordia University (2014-2018)

BA Communications Studies with Distinction

- Specialization in Intermedia
- Minor in Journalism

University of Wollongong (2018)

Design & Communications Exchange Program

Universidad de Pontificia de Salamanca (2017)

Spanish Language Exchange Program

EMPLOYMENT HISTORY

Media Coordinator

Media Experts, Montreal QC (Mar. 2019-Present)

- Planned and managed digital/traditional marketing campaigns from media planning and buying, to report writing for an array of clients from different industries
- Spearheaded refinements to executional processes and increased efficiency across teams
- Acted as liaison between clients, internal teams, vendors, and creative agencies

Social Media Content & Production Manager

Wealthy Media, Montreal QC (Jul. 2018-Feb. 2019)

- Crafted social and web copy for internal and client pages, as well as video, graphics, photography for marketing
- Lead a small content creation team, maintained delivery timelines and posting schedules
- Coordinated speaking events, interviews, and video shoots

Office Assistant & Front Desk Clerk

Concordia University, Montreal QC (2016-2018)

- Assisted students and staff in the Financial Aids & Awards office
- Maintained administrative systems

University Residence Staff & Student Support

Concordia University, Montreal QC (2016-2018)

- Provided support and resources for students on behalf of Concordia Residence Life

Program Facilitator & Social Media Coordinator

YMCA-YWCA of the National Capital Region, Ottawa ON (2013 -2016)

- Office Administration and Parent Relations (Camp Otonabee)
- Photographer, Videographer and Social Manager (Camp Otonabee)
- Program Facilitator for Children and Adults (Bonnenfant Y Outdoor Education and Leadership Centre, Camp Davern)