

Liisa Steinwedel

Creative. Versatile. Inspired.

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RECENT WORK EXPERIENCE

Schlegel Urban Developments

Fall 2019 – Spring 2020

MARKETING & SPECIAL EVENTS MANAGER

Marketing: Responsible for creating and executing marketing plans by means of print, digital, social, radio, and guerilla marketing methods. Designed both internal and external materials, and photographed assets as needed.

Event Management: Responsible for developing events and festivals (including presenting project plans), finding quotes on relevant necessities and booking once approved, managing the event budget, leading and instructing volunteers/employees around different event-related tasks (i.e. decorating/setup, activities, etc.), and executing all aspects of the event, delegating when necessary. Responsible for conducting pre and post-event research with attendees and vendor participants to predict and report on goals, achievements, targets, and trends. Events were for St. Jacobs Market, “Canada’s Largest Outdoor Market” with an estimated 13K+ visitors every Saturday, and 8K+ visitors on Thursdays, along with the St. Jacob Outlet Mall, Toy Building Zone, and Market Road Antiques.

Drayton Entertainment

Spring 2017 – Fall 2019

MARKETING & DEVELOPMENT ASSOCIATE

Graphic Design: Responsible for brand adherence, AODA, CTA, and show rights adherence in creating the company’s graphics (for marketing or other departments), merchandise, promotional materials, advertisements, campaigns and more. Wrote creative copy for most pieces.

Front-of-House: Based on marketing strategy, created and maintained all FOH materials such as video screens, signage, show photo backdrops, merchandise, literature, program insertions, etc., including the printing and then delivery/setup at theatres.

Digital: Regularly maintained the graphics portion of the website, and other changes as required. Consistently created digital ads, along with email campaign and social content.

Advertising: Liaised with the development department to coordinate all advertisers and donor recognition and callouts in our printed pieces, including rate card creation and occasional sales. Researched and booked new print and digital advertisements within a specific budget.

Photography: Coordinated the promotional and archival photo and video shoots for each show, booking photographers, and shooting and editing photo or video for the productions as required. Attended occasional special events and openings to act as an event photographer.

Community & Tourism Marketing: Coordinated and attended outreach events as needed. Assisted in literature distribution to local and tourism destinations, ensuring all marketing materials remain relevant. Supported efforts of the community support ticket program to fill seats, and give to local organizations. Planned and executed several corporate and community-based events.

Additional work experience on next page.

EDUCATION

Sept 2010 - May 2015

University of Ottawa

Honours Bachelor of Arts

Major in Communications

Major in Theatre

CERTIFICATIONS

- WHMIS Training
September 2013
- Leader Action Training
June 2013, 2014, 2015
- Sensitivity Training
August 2013 & 2014
- Smart Serve
August 2011
- Active Listening Training
August 2011

SOFTWARE SKILLS

- Adobe: Photoshop, Premiere, InDesign, Bridge, Camera Raw, Lightroom, Animate, Illustrator, Acrobat
- Final Cut Pro 7, 10
- Microsoft Office Suite
- Audience View (basic HTML)
- Mailchimp
- Trello (team project management software)
- Wordpress, Wix, Squarespace
- Social Media (Facebook, Twitter, Snapchat, TikTok, Instagram, LinkedIn, etc.)
- Outlook and Google email platforms

RECENT AWARDS

- 2018
K-W Musical Productions
Lloyd Nyland Award for outstanding "extra effort" in community theatre
- 2014-2017
Vector Marketing
Various awards for sales excellence

SELECTED VOLUNTEER WORK

- 2020-Present
Secretary, Board of Directors
Kitchener-Waterloo Musical Productions
- 2009-2019
Production, Marketing, Events & Sponsorship Manager
Korah Musical Theatre
- 2016-2017
Marketing Chair
Korah C&VS 50th Reunion Committee
- 2013-2015
President & Event Coordinator
uOttawa Musical Theatre
- 2011-2012
VP Information
uOttawa Communication Student Association
- Summer 2010
Entertainment Manager
Taste of Scandia
- 2007-2009
Planning Committee
Finnish Grand Festival
- 2005-2010
Camera Operator
Shaw TV

Vector Marketing Canada

April 2014 – Present

BRANCH MANAGER & DISTRICT MANAGER

MARCH 2015 – JANUARY 2017

Administrative: Ordered office stock, submitted weekly payroll, maintained cash flow and budget. Submitted sales reports, staff forecasting, and efficiency reports weekly.

Human Resource Management: Created job descriptions. Screened, interviewed and hired candidates, resolved conflict, fired employees if deemed necessary.

Networking: Built solid relationships with representatives, managers, local merchants. Applied for bank accounts, negotiated office rental agreements and furniture acquisition. Attended personal and business growth seminars and conferences.

Leadership: Ran weekly training seminars and weekly motivational staff meetings for representatives to maintain sales consistency and efficiency. Created and ran training for new receptionists and assistant managers as needed. Conducted personal coaching sessions with sales representatives to inspire hard work, job, and life fulfillment.

INDEPENDANT SALES REPRESENTATIVE

APRIL 2014 – PRESENT

Demonstrated and sold Cutco Cutlery direct to clients using a combination of soft and hard sales techniques. Generated leads, keeping consistent sales results. Provided excellent customer service to drive repeat orders and positive word of mouth advertising. Assisted with District/Branch Manager tasks as an Assistant Manager in 2014/2015. Currently over \$200,000 in career sales.

University of Ottawa

May 2013 – 2015

VICE PRESIDENT OF COMMUNICATIONS, STUDENT ASSOCIATION OF THE FACULTY OF ARTS

Marketing: Designed, maintained and implemented new campaigns, event promotion, merch, social media content, a new complete brand and website, the e-newsletter (sent to over 5,000 to students monthly), video and photography. Developed and adhered to a strict budget in all these areas.

Logistics: Assisted in the planning and execution of events for students of the association, charity based events, and bi-yearly campaigns. Worked with the Alumni Relations Manager and the Dean of the Faculty of Arts to plan, promote and execute fundraisers to support the 125th Anniversary of the Faculty of Arts, successfully raising over 700,000 to constitute an endowment fund.

Liaison: Was an active voting member of the Board of Directors, completed weekly office hours to be available to answer student questions both walk-in and online. Mentored 86 student executives and ran monthly training roundtables. Served as a liaison between students in the Faculty of Arts and Administration.

YMCA

February 2005 – August 2013

INSTRUCTOR/COORDINATOR, SAULT STE. MARIE

Instructed and coordinated content for summer camps and weekend programs for youth ages 4-16. Classes include: Theatre, Musical Theatre, Kids on Broadway, Kids on Stage, Glee, Visual Art, Crafts, Quilting, Cooking, Baking, CSI. Maintained a safe and positive learning environment.