

Chelsea Bergman

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PROFILE

4th year Marketing student with prior marketing internship experience. Interested in design and brand strategy. Has a passion for marketing and content creation. Excels in event execution, communication and strategic planning. Honest, hard-working, and driven. Seeks a career in marketing and advertising.

EDUCATION

Bachelor of Commerce, UVIC

Completion: Dec 2015

- Specialization: International Business with a focus on Marketing
- President's Entrance Scholarship (\$1000), awarded for high academic standing
- Relevant Classes: Marketing (A+), Marketing Seminar (A+), Innovation Strategy (A-), Management Information Systems (B), Strategic Analysis of Companies (A-), Critical Thinking (A), Management Finance (B), Statistics (A-)
- Proficient with the full Microsoft Office Suite and adept in content creation on social media platforms
- Presented thesis at the Inter-College Business Competition finals in Tokyo, Japan and placed 4th out of 42 teams.

RELEVANT WORK EXPERIENCE

Marketing Field Representative, *Sony of Canada*, Vancouver, BC 2014

- Product Training, Merchandising, Store visits to increase staff knowledge and maintain a commitment to quality. Increased customers' knowledge of products' function and utility. Prepared bi-weekly and ad-hoc reports with MS software. Built relationships through providing superior customer service to consumers, dealers, and employees.
 - **Events**
 - Dragon Boat Festival - Vancouver, BC (June 20-22) Vancouver Cultural Festival - Vancouver, BC (June 27-28)
 - Rock The Shores - Colwood, BC (July 16-19) Crankworx - Whistler, BC (August 7-16)
- Acted as an ambassador for Sony at events and coordinated logistics, booth layout, and social media presence. Ensured brand image and product message were well-represented and clear, and maximized engagement with event participants.

Senior Sales Associate/Third Key, *EB Games*, Kelowna, BC and Victoria, BC 2006-2014

- Recognized by management for being detail-oriented and hard-working. Attained multiple recognition awards for selling and consistently achieved the highest level of annual pay raises. Maintained a high level of customer service.
- Offered the position of Assistant Manager

Administrator, *PC Bang Development*, Kelowna, BC 2012

- Micro-managed an internet café, doing data and systems management, creating accounts, safely dealing with cash and locking it in a safe periodically, and overseeing individual computers to ensure appropriate computer use.

Administrative assistant, *CWMM Consulting Engineers Ltd*, Kelowna, BC 2008-2010

- Improved office skills through precise data entry, regular use of office software, and providing templates. Utilized full Microsoft Office Suite. Made nightly backups of files, updated databases and ensured operations ran smoothly.

VOLUNTEER WORK

Volunteer, *The Mustard Seed*, Victoria, BC 2013

- Participated in the Trick-or-Eat fundraiser, collecting over 500 food donations on Halloween night for those less fortunate in my community.

PERSONAL INTERESTS

Running, Hiking, People, Social Media, Music, Graphic Design, Reading, Writing, TED Talks, Solving Puzzles