

SHIRLEY CHAU

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PROFESSIONAL SKILLS

- Proven event coordination skills through successfully organizing incentive program trips, corporate poker tournaments, and networking dinners
- Effective at communicating to different levels of management as well as to internal and external clients using various mediums of correspondences
- Ability to write design briefs that outline the budget, purpose, and targets to satisfy marketing objectives
- Good analytical and problem solving skills with an ability to prioritize responsibilities and multi-task concurrent programs to effectively meet deadlines
- Excellent interpersonal skills and past successes in a team focused environment as well as the ability to work independently
- Proficient with Microsoft Word, PowerPoint, Microsoft Excel, and Outlook

EXPERIENCE

Marketing and Research Representative 2005 – 2008
Oxford Properties Group – Toronto, Ontario

- Accountable for the smooth and efficient operation of all marketing programs for the office leasing department
- Work with internal and external groups to ensure that key strategic messages and visual images are integrated in all communications
- Maintained an up-to-date listing of all brokers and vendors to ensure that printed materials are mailed to the appropriate individuals
- Sourced-out and negotiated with external vendors for group pricing and coordinate the development of marketing collateral materials as required
- Monitor and control expenditures to ensure programs are delivered effectively, efficiently, and within budget
- Ensure that branding of marketing materials adheres to corporate standards

Marketing Assistant – Toronto Eaton Centre 2001 – 2005
(Records Technician 2001 – 2003)
Cadillac Fairview – Toronto, Ontario

- Supported the marketing team's goals and strategies by providing detail oriented administrative support during the implementation of marketing initiatives
- Coordinated various marketing initiatives such as manage loyalty card program, publishing promotional pamphlets, updating directory boards, organizing community booths, and authorizing filming releases
- Oversee updates and manage the contents of the Toronto Eaton Centre website

- Assisted in the planning and organizing of community, charity, and special events for the Centre throughout the year by sourcing and coordinating specific events that will attract traffic and increase sales
- With the usage of OmniRim maintained an accurate, centralized database of leasing documents by categorizing, indexing, cross referencing and filing all legal documents across North America in a timely manner

Summer Employment Officer 1999 – 2000 (Summer)
Human Resource Centre of Canada for Students – Toronto, Ontario

- Implemented a job find club to assist students with job searching techniques
- Coordinated and conducted group information sessions at high schools
- Canvassed nearby businesses to promote the benefits of the Student Centre services and attract job postings
- Provide superior customer service to both internal and external clients

Festival Coordinator 1997 (Summer)
The Old Cabbagetown Business Improvement Area – Toronto, Ontario

- Established professional working relations with members of the BIA to effectively promote the Cabbagetown festival and its strategic goals and objectives
- Wrote an informative press release which informed the media throughout Toronto about the Annual Cabbagetown Festival

EDUCATION

- **Honours Economics & Financial Management**, Wilfrid Laurier University 1997 – 2001
- **Real Estate License**, Ontario Real Estate Association 2006 – Present
- **Certificate in Marketing Management**, Ryerson University 2003 – 2005
- **Certificate in Shopping Centre Management**, Sheridan College 2004
- **Canadian Securities Course**, Canadian Securities Industry 2002
- **Wilfrid Laurier University International Exchange Program**, Osaka, Japan 2000

OTHER INTERESTS

- **President of Riverdale Badminton Club** 2004 – 2009
- **Civilian Police College Program**, Toronto Police Service 2006
- **Piano with The Royal Conservatory of Music** 1989 – 1994

REFERENCES

- Available upon request