

CLAIRE MIKUSKA

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EDUCATION

- Bachelor of Commerce**, Smith School of Business, Queen's University, Kingston, ON **2018 – 2022**
- Principal's Scholarship, awarded for academic average of 95.0%+ from High School
 - Dean's List with Distinction for receiving a cumulative 4.11 GPA from 2018-2022
 - 2021 Elizabeth W. Hand Memorial Award for academic excellence
- Exchange Program**, Entrepreneurship & Tourism Masters Program, Management Center Innsbruck, Austria **Fall 2021**
- Ernst Mach Grant for studies at Management Center Innsbruck in Austria 2021
- Alberta High School Diploma**, Bishop Carroll High School, Calgary, Alberta **2015 – 2018**
- Maintained Academic Honours from 2015-2018
 - Alexander Rutherford Scholarship, awarded \$1200 for possessing an average above 80%
 - High School Valedictorian Nominee and Graduation Master of Ceremonies
- MEI International Academy Alumni**, MEI International Academy, Ontario **Summer 2017**
- Executed English 30-1 and Classical Civilizations courses abroad in Italy and Greece for 5 weeks

PROFESSIONAL EXPERIENCE

- Marketing Manager**, Sunflower Communities Ltd., Calgary, AB **May 2023 - Present**
- Develop brand and presence for 3 RV parks: River Ridge RV Park, Whispering Pines RV Resort, and Sylvan Lake RV Park
 - Create social media strategy for umbrella company, including paid advertising and conversion tracking
 - Manage design elements of 3 connecting brands including photography, videography, and graphic design
- Social Media Manager**, Raiders Jr A Lacrosse, Calgary, AB **Apr 2023 – Present (Off Season)**
- Ideate and produce content for Raiders' social media platforms: Instagram, TikTok, Twitter
 - Developed audience impressions and engagement 10x on the primary communication platform
 - Assisted in sponsorship package development and execution
- Marketing & Game Day Operations Manager**, Calgary Foothills Pro-Am Programs, Calgary, AB **Mar 2023 - July 2023**
- Manage all elements of sports marketing media including website, social media, and press relations
 - Coordinated semi-pro soccer events hosting 12 games throughout the season with ~500 attendees per game
 - Helped develop brand and marketing pathway for Project8 professional women's soccer league
- Marketing Coordinator**, The51 & Movement51, Calgary, AB **Jun 2022 - Mar 2023**
- Generated daily content and long-term campaigns for both The51 and Movement51 social media platforms
 - Piloted marketing for events hosted both publicly and for members only
 - Assisted in establishing new branding and programming for non-profit arm, Movement51
- Business Analyst**, WestBlock, Calgary, AB **May 2021 - Dec 2021**
- Analyze and operate financial models in excel for potential company acquisition
 - Develop and execute branding and marketing strategy for new venture Sunflower Communities
 - Create website and digital platforms for different umbrella companies
- Marketing and Communications Associate**, LivingWorks Education, Calgary, AB **May 2020 - Jan 2021**
- Develop marketing assets and campaigns through leveraging digital marketing strategies
 - Coordinate virtual Youth Summit livestream for over 5000 students in the California District of Education
 - Research and develop interest stories and press releases
- Risk & Compliance Summer Student**, SECURE Energy Services, Calgary, AB **Summer 2019**
- Reviewed agreements or proposed agreements for conformity to company rates, rules and regulations
 - Maintained database of both soft & hard copies of all trading contracts
 - Daily/Weekly/Monthly reporting on trading summary, approval limits, exposure reports and credit tracking

Server's Assistant, Chrysler Club and Duttons Lounge, Calgary, AB **2015 – 2018**

- Facilitated waiting staff with 300+ customers on an average 5-hour shift by transferring food from kitchen to table and ensuring cleanliness of restaurant
- Coordinated 3 positions including hostess, runner, busser, and was required to adapt role based on calculated demand levels
- Informed and trained new employees of job deliverables within 2 months of experience

Lifeguard, Mount Pleasant Outdoor Pool, Calgary, AB **Summer 2018**

- Monitored and preserved safety of a maximum 50 swimmers on an average 8-hour shift
- Analyzed in a timely manner to perform critical evaluations of health emergencies and crisis situations
- Communicated pool rules to 300+ patrons per shift and advertised optimal behavior to ensure efficiency allocation

EXTRACURRICULAR EXPERIENCE

Marketing Director & Graphic Designer, Cure Cancer Classic, Kingston, ON **2019 – 2022**

- Manage team of marketing coordinators in charge of publications, merchandise, campus promotion, and photography
- Promoted from publication and information technology coordinator to marketing director from 2019-2020
- Cure Cancer Classic raised upwards of \$600 000 towards Cancer research and had 5000 fans attend its main event

Board Member, Marketing & Finance Committee Member, Calgary Cinematheque Society, Calgary, AB **2022**

- Assist in the planning and execution of cinematic screenings to create an engaged community
- Promoting the creation of a critical cinema culture in Calgary
- Lead team in piloting a 15th anniversary city-wide event

Sales Director, The Positivity Project, Kingston, ON **2019 – 2020**

- Facilitate delivery of handwritten cards globally with profit going to a variety of local and national charities
- Represent company by reaching out to potential customers through phone calls and emails
- Evaluate prices for bulk sales of merchandise for company's core revenue stream

Publications Coordinator, Queen's Entrepreneurship and Innovation Conference **2019 – 2020**

- Develop weekly media posts for 4 different types of social media platforms
- Enhance core marketing operations which assist in school-wide promotion
- Entrepreneurship and Innovation conference promotes student development and visionary thinking

International Volunteer and Student Leader, "MEtoWE" Foundation, Calgary, AB **2011 – 2017**

- Partnered with 25 youth for a 2-week trip to Ecuador and expedited process of a new school
- Initiated a "MEtoWE" club at former school growing from 10 to 50+ youth over 4 years
- Spearheaded fundraising campaigns generating over \$20 000 to 'Adopt a Village' in India

ADDITIONAL INFORMATION

- Completed the "Financial Feminism Investing Lab (FFIL)" Executive Education course with Haskayne School of Business
 - Volunteer for development of the "Financial Feminism Investing Lab (FFIL)" with The51 (2021)
 - Volunteer for development of marketing strategy for Calgary Foothills Soccer Club (2021)
 - Focus Film Festival Best Cinematographer Award (2020)
 - Google Ad Campaign LinkedIn Learning Certifications (2020)
 - Adobe Creative Cloud LinkedIn Learning Certifications (2019)
 - Received Cultural Intelligence Training (2019)
 - Delegate – Queen's Entrepreneurship and Innovation Conference (2018)
 - Ambassador – MEI International Academy (2017)
 - Student Tour Leader – Bishop Carroll High School (2017)
 - Assistant Captain – Calgary Axemen Lacrosse (2016)
 - Retrieved certification in Standard First Aid, Lifesaving Instructor, and National Lifeguard
 - Synchronized Swimming Alumni – Achieved 2013 Calgary Aquabelles Club Spirit Award
 - 2012 Wordsmith Award Winner – Presented by the Mayor of Calgary for conducting research on municipal government
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