

Tiana Fairclough
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Education

Wilfred Laurier Lazaridis School of Business and Economics Brantford, Ontario Canada

Bachelor of Business Technology Management 2023-2027

- **Honors: Ontario Scholar, Honors, French Fluency Award, SCHSM Scholars Award**

Work & Leadership Experience

Wilfred Laurier Business Technology Management Student Association Brantford, Ontario
Vice President Of Marketing & Engagement 2023-present

Ontario Canada
Marketing and Engagement Executive
2023-present

- Creating and implementing marketing strategies that align with BTMSA's goals
- Working closely with different departments within BTMSA (like finance, events and operations) to ensure cohesive marketing efforts and consistent messaging across all platforms.
- Analyzing student and industry trends to inform marketing strategies and adjust engagement tactics accordingly.

Wilfred Laurier Sustainability and Social Change Council Brantford, Ontario
Executive of Marketing & Engagement 2023-present

- Organized communications and employee gatherings for the marketing division.
- Kept track of executive schedules and managed workload.
- Presentations were planned, developed, and given on the marketing team's behalf.
- Supervised all engagement on social media and handled all of the accounts

Dynamite Clothing Newmarket, Ontario
Retail Sales Associate 2021-2023

- Offering polite customer service throughout the entire business.
- Kept an accurate, effective, and efficient client list.
- Followed the POS system's instructions for ringing up sales.
- Consistently achieved sales gains of up to 15% above the fiscal month's sales target.

Real Canadian Superstore Newmarket, Ontario
Bakery clerk/Cashier/Personal Shopper 2020-2023

- Assisting customers by answering questions, providing recommendations, and processing sales transactions.
- Managing bakery products, which involves tasks like stocking shelves, rotating products to ensure freshness, packaging and labeling bakery items, maintaining the overall cleanliness/ organization of the bakery area.
- Handling all aspects of customer transactions, including scanning items, processing payments (cash, credit/debit cards), issuing receipts, and managing cash registers.
- Accurately fulfilling customer orders by selecting/packing items as per the customer's shopping list, ensuring product quality, and meeting any specific preferences or requirements.

Skills, Activities & Interest

- **Languages:** Intermediate Level French
- **Technical Skills:** Experience with Excel, Java Script, Software Development, UX and Web Design
- **Certification:** MLA and APA Writing Certification, Business SHSM certification
- **Activities & Interest :** Member of Wilfred Laurier (BTMSA) (2023-Current), Member of Wilfred Laurier Sustainability and Social Change Council (2023-Current), Member of Wilfred Laurier First Year Leadership Program (2023-Current)

References Available Upon Request

