

Tiana Fairclough  
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## Education

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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

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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

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- **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

