

MELINA MCKENZIE

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EDUCATION

Seneca College

Toronto

Diploma of Creative Advertising (GPA: 4.0)

Expected graduation in Apr. 2023

- Worked with Photoshop, InDesign, Illustrator, and PremierPro to complete full 360 campaigns, includes socials, print, out of home, broadcast, direct mail, billboards, and online banners.
- Relevant coursework: Advertising Concept Development II. (A+), Ad Campaign Planning (A+), Copywriting-Direct Response Advertising (A), and Advertising Media Planning (A+), Desktop Publishing II. (A+), Effective Communication and Presentation (B+).

Project: Essence Essentials

- Developed integrated marketing communications campaign for Essence of Life Organics.
- Worked in team of seven and produced proposals for a campaign strategy and final ads.
- Final pitch to client and agency, under five winning teams of 20 proposed campaigns.

Project: Kraft Hockeyville

- Worked in team of four, produced a creative strategy, media budget plan, and developed a work-back schedules.
- Produced a broadcast ad concept for television with storyboards and splits (Audio/Video).
- Pitched final social, out of home, print, broadcast, and experiential proposals to agency.

WORK EXPERIENCE

Server

Toronto

Cactus Club Café

May 2022 - Sep. 2022

- Selected within the 20% of hostesses promoted within six months, 3x daily income.
- Average sales of \$2,200 per shift, decided tip-out to staff members who supported my tables.
- Responsible for an average of five tables at a time, 20 tables per shift, and 50+ customers.
- Working in team of 10+ people per floor in up to 12-hour shifts for 700+ seat restaurant.
- Frequently chosen to serve private corporate events.
- Mediated disputes between customers and kitchen, created solutions, presented to manager for approval.
- Memorized 120+ menu items, learned SevenRooms point of sales system.
- Responsible for a daily cash-out, making sure there are no deviations from expected sales.
- Gauged style and frequency of communication with customers to maximize guests experience.

Hostess

Toronto

Cactus Club Café

Oct. 2021 - May 2022

- Responsible for seating arrangements, in charge of checking entry requirements during the pandemic.
- Memorized 90+ table numbers across three floors, delivered food orders from kitchen to tables.
- Responsible for organizing take-out orders and overseeing handoff to drivers of Uber/Doordash.
- One of five chosen health and safety officers, confirmed staff followed safety guidelines.
- Worked with SevenRooms CRM system.

Barista

Vancouver

Garden Café

Oct. 2020 - Mar. 2021

- Often worked shifts as only employee, managed communication with often remote manager.
- Service and preparation of beverages for an average of 6 tables at a time.
- Responsible of following the 30 min opening procedures alone.
- Responsible for 30 min closing procedure alone, included storing daily sales away safely.

ADDITIONAL

Achievements: Seneca Presidents Honour List 2022, for GPA of 4.0.

Technical skills: Adobe Suite (advanced: Photoshop, InDesign, Illustrator, and PremierPro), Microsoft Office, Keynote, Canva, Google Suite, Outlook, CapCut, SevenRooms CRM.

Certifications: Mimic Market Research, Hootsuite Platform, and IBM Enterprise Design Practitioner.

Languages: Bilingual in English and German.

Interests: Photography, creating and editing TikTok videos, Instagram, hiking, fashion.