

SARAH EL-BAKRI

sarah.bakri95@gmail.com | (289) 892 – 7054 | [LinkedIn](#) | [Twitter](#) | [Instagram](#) | [Portfolio](#)

SUMMARY

Dynamic and creative communications professional with a background in marketing and international business. Alongside my experience in event planning and communications, I have experience building and sustaining meaningful relationships with key stakeholders. My fluency in French provides an extension to my communication skills as it enables me to reach and to connect to a more diverse audience.

EDUCATION

Public Relations & Corporate Communications Graduate Certificate, Honours

Centennial College

Sept. 2019 – June 2020

Bachelor of Business Administration

Schulich School of Business, York University

2017

- Majors: marketing & international business

WORK EXPERIENCE

Account coordinator

H.U.B Inc

Aug. 2020 – Present

- Develop and implementing marketing, communications and public relations campaigns
- Work closely with corporate communications manager, developing and supporting the execution of online/social media campaigns
- Assist in developing and executing company-wide initiatives and announcements before nationwide events, including sponsorship packages and social media campaigns
- Provide editorial support: prepare newsletters, partnership reports, etc.
- Research and come up with ideas for member engagement, identifying and collaborating with organizations that can help bolster the company's reputation
- Develop and implement strategic planning, including marketing plans, branding, social media content calendars and partnerships

Marketing & promotions assistant

Step by Step Business Solutions

May 2020 – Oct. 2020

- Developed content calendars for new clients
- Developed and implemented social media strategies for clients for upcoming events

Student representative

CPRS Toronto Student Steering Committee

Oct. 2019 – June 2020

- Supported Centennial's faculty members with expanding student voice to CPRS
- Assisted with planning and execution of student events throughout the year
- Assisted President, VP Internal and VP External on creating social media content, event logistics, booking venue spaces, etc.

Content writer

LikeUs Communications

June 2018 – Dec. 2019

- Increased views by 33 per cent for client in September 2019

Beauty advisor

Sephora

May 2017 – Oct. 2019

- Worked alongside skincare account executives to help plan and drive skincare events
- Created, planned and drove skincare focus weeks
 - Increased brand sales by up to 28 per cent through in-store promotions and cross-brand collaborations
- Developed and implemented strategies to coach team members on effective selling tactics and relationship-building consultations, which were utilized in corporate training sessions in Toronto
- Achievement: Elements in Action, Loss Prevention Award

INDUSTRY AFFILIATION: CPRS