

MACKENZIE LESZCZYNSKI

ADAPTIVE DETAIL-ORIENTED CREATIVE STRATEGIC COLLABORATIVE

SUMMARY OF QUALIFICATIONS

- Microsoft Office
- Adobe Creative Suite
- Experience in Google Analytics 4, Google Tag Manager, & Data Studio
- Knowledge and experience with Shopify & Wix
- Hubspot Certified (December 2022)
- Hootsuite Certified (December 2022)
- Learning PPC & Google Ads Certified (April 2022)
- Training Completed for Photography & Printmaking (November 2015)
- Prisma/Media Ocean

EDUCATION

Advertising & Marketing Communications

St. Clair College
2020 -2023

- Maintaining a 90+% GPA.
- Has been awarded 3 scholarships
- Excelled in classes like marketing planning, digital design, email marketing, web analytics, social media marketing, mobile marketing, copywriting, web design, and search engine optimization.

Visual Arts, Media, Film & Communications

University of Windsor
2015 - 2018

- Acquired knowledge of modern, historical, and contemporary art styles, specializing in art history.
- Composed a performance piece and presented it in front of a full class
- Demonstrated excellent communication and writing skills by completing research papers on contemporary visual culture and media strategies.
- Advanced in courses like contemporary visual culture, media theory, film studies, art history, ancient to renaissance communication research methods and sculpture

CONTACT

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PROFILE

Energetic assistant media planner with experience in web management and eCommerce retail, specializing in luxury goods, CPG, and media strategy. Thrives in team settings with the ability to prioritize and communicate with others to promote seamless team structure and achieve long-term objectives. Strong creative copyright abilities, with long-term goals of reaching senior management.

RELEVANT EXPERIENCE

Assistant Media Planner

Spark Foundry | Publicis Groupe

2023 - Present

- Collaborated with senior media planners to develop media strategies and plans for National CPG and Alcohol clients.
- Conducted market research and competitive analysis to identify target audiences and media opportunities.
- Assisted in the negotiation and execution of media buys across various channels, including digital, print, TV, and radio.
- Managed media budgets and ensured campaigns were delivered on time and within budget.
- Monitored and analyzed campaign performance, providing insights and recommendations for optimization.
- Communicated with clients and media vendors to maintain strong relationships and ensure campaign objectives were met.
- Stayed updated on industry trends and innovations to continuously improve media planning strategies.
- Completed and implemented full media plans for brands with client facing experience.

Social Media, Content & Website Manager

Closet Cravings Boutique

2020-2023

- Implemented design elements into social media platforms
- Integrated Google Analytics 4 and Google Tag Manager to assess consumer behaviour with products and website
- Use of adobe suite programs for content creation and paid advertising platforms
- Implemented brand personality through the website and social media platforms for full brand integration
- Organized, photographed, and cataloged product inventory that was placed on the Shopify eCommerce website

Bar Manager

Johnny Shotz Sports Bar & Restaurant

2015-2020

- Was relied upon by owners to work long shifts independently
- Ensured individual customer satisfaction while managing numerous patrons, their orders, and product levels
- Trained multiple new hires and provided support during their first few months of employment to ensure their success
- Managed the team and guided employees to work together to achieve optimal customer satisfaction and enjoyable work environment

PROJECTS & AWARDS

Marketing Strategy Award - OCMC

Entered and won the Ontario Colleges Marketing Competition in 2022 for Marketing Strategy, competing against 30+ other Ontario Marketing Programs. Was assigned a marketing problem for Pearson Canada and revitalized the problem with an integrated marketing campaign in under one week, then presented to Pearson.

Third Year Social Media Project

Designed and developed an integrated social media campaign for the National Basketball League of Canada to meet objectives defined