

# ERIN BIONDA

**Website:** <http://erinbionda.wix.com/meeterin>  
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## EDUCATION

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**Rotman School of Management, University of Toronto**  
*Management Specialist, Concentration in Marketing*

Sept. 2012 – present

- Expected Date of Convocation: June 2016
- Cumulative GPA: 3.7

- Relevant courses: Market Research, Consumer Behaviour, Strategic Management, Marketing Management, Pricing

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## PROFESSIONAL EXPERIENCE

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**iamsick.ca**, Toronto, Canada

May 2015 – Aug. 2015

*Marketing and Communications Intern*

Sept. 2014 – April 2015 (10 hrs / week)

- Developed a social media strategy, including best practice guidelines, creative methods, and content messaging that resulted in a 25% increase in Twitter followers
- Researched, managed and pitched to potential B2B clients
- Assisted in developing the company communications strategy through market research
- Worked directly with Pattison Outdoor account executives to launch a TTC advertising campaign during Pan Am Games
- Represented the company at industry events including HealthKick 2015 and OCE Discovery 2015

**Gap Inc.**, Toronto, Canada

June 2013 – March 2015

*Sales Associate (Store Sales, Stock, Visual)*

- 20-25 hours/week in the summers and 10 hours/week during the school year
- Generated customer satisfaction through personal selling by engaging and relating to each customer
- Developed an aptitude for creative problem solving in order to respond to individual customer needs
- Thrived in the fast-paced environment of Canada's flagship store through effective communication across a large sales team

**AdvisorBranding**, Toronto, Canada

June 2014 – August 2014

*Marketing Assistant*

- Duties of the position include calling prospects, following up via e-mail, documenting conversations, tracking leads and making follow-up introductions by telephone to schedule an appointment with each individual.
- Role entailed a high degree of autonomy, as well as a responsibility for time-based objectives, in order to meet weekly sales quota
- Developed excellent telephone and correspondence etiquette through communication with business leads

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## RELEVANT EXPERIENCE

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**Rotman School of Management**, Toronto, Canada

Sept. 2015 – April 2016

*RSM2098: Creative Destruction Lab (MBA)*

- Selected amongst a small group of undergraduates to participate in the MBA program's elite Creative Destruction Lab course
- Assigned to a start-up to help them meet milestones set out by the G7 panel (all year); currently placed with Greenlid, the creators of the Compostable Compost Bin (as seen on Dragon's Den), to assist with marketing and international expansion strategies
- Unique real-world experience in business strategy, critical thinking, effective decision making, and leadership
- Gave a critique-and-defense presentation to a class of over 70 MBA students and the Lab's founding team

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## PROFESSIONAL SKILLS

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- Bilingual in English and French (verbal and written)
- Strong communication and presentation skills
- Creative problem solving
- Ability to cooperate, lead and delegate in team settings
- Working knowledge of Adobe Acrobat & Photoshop
- Working knowledge of CRM software (Zoho, Pipeline)
- Advanced user of Hootsuite Pro
- Advanced user of Microsoft Office Suite (including Excel)

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## AWARDS AND HONOURS

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- Fred Friedlander Scholarship 2015
- Dean's List distinction 2013 - 2015
- University College Special In-Course Scholarship for academic performance 2013 – 2014