

**Michelle Zaporojets**  
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**Objective:** To obtain employment that will help me develop my skills and utilize my current knowledge in marketing, publishing, and public relations.

**Summary:**

- Proactive, forward thinking individual with high energy and a motivating personality.
- Detail oriented, hard worker and a great team player.
- Strong networking with a proven ability to build and manage a creative and focused team.
- Firm understanding of public relations and the relationship between a company and their customers.

**Education:**

University of British Columbia, Vancouver, BC 09/2011 – present  
Bachelor of Arts, Sociology and Statistics (combined major)

**Work Experience:**

**UBC School of Population & Public Health: Communications Assistant** 09/2014 - present

- Updated website publications and reconstructed website pages using Wordpress.
- Thoroughly read articles and created notes for press releases.
- Built posters and banners for various events using Adobe Photoshop.

**Kokopelli Café: Barista** 06/2013 – 09/2014

- Assisted customers with orders and offered recommendations.
- Prepared sandwiches and a variety of drinks, including coffee and smoothies.
- Performed various clean up duties at close, including cashing out after every shift.

**Charles&Grace Jewelry: Marketing Intern** 05/2012 – 05/2013

- Maintained social networks such as Facebook, Tumblr, and Twitter.
- Produced fashion blog posts to distribute to readers.
- Researched and contacted various magazines and blogs to increase publicity.
- Composed press releases for several events and collection announcements.

**AMS Firstweek: Associate** 08/2013 – 09/2013  
08/2012 – 09/2012

- Provided customer service and assistance to incoming first year students.
- Assisted the coordinators in different tasks, such as packaging welcome kits and doing miscellaneous tasks.
- Worked various tasks at events, whether it was ticketing or setting up.

**Zooney Magazine: Intern** 06/2010 – 09/2011

- Provided exclusive marketing and PR services by captivating the interest of companies for advertisements.
- Carried out research and confirmed sources for writers, and verified facts, dates, and statistics to ensure that the information published was accurate.
- Wrote articles for nationwide print publishing and edited proofs of pages.

**“Inspire a Little Love” Charitable Event: Event Organizer, Los Angeles, CA**  
04/2010

- Coordinated event logistics, inviting Hollywood celebrities through their PR agents and managers.
- Provided public relation and marketing support to publicize the event.

- Raised \$9K through company sponsors and donated all of the proceeds to “To Write Love On Her Arms.”

**Computer Proficiency:**

POS System, Mac, PC, Microsoft Office, Adobe Photoshop, Adobe InDesign, Sony Vegas, WordPress, SPSS, SOFA.