

ALICIA YOUNG

WORK EXPERIENCE

2020
2019

ART DIRECTOR

The Agency, Mohawk College

The client assigned for the semester is Steeltown Garage Company. Tasked to come up with ways to increase their foot traffic in the most creative way possible.

MAY
AUG
2019

GRAPHIC DESIGNER

Straight Forward Sales

The client was EB Games. Responsible for creating a brand guide and product packaging for Biogeniks new line, Bio Basics. Created a website for Biogenik.

NOV
2018

OWNER OF PERSONAL EBAY STORE

Self Employed

AUG
2014

Since starting the business, sales have exceeded \$140,000 just by selling video games and other products via eBay. Product was sold to both Canada and the United States. The supplier and I negotiated a fair cost, so we had good profit margins. Learned to problem solve, adapt prices, and develop good communication with the customers by always prioritizing their needs as well as to have fast shipping. A key factor that will lead you to success is having good relationships. Business is built on relationships.

EDUCATION

2020
2017

ADVERTISING & MARKETING COMMUNICATIONS MANAGEMENT

Mohawk College

Focusing on the creative stream, mainly for Art Direction and Design. My courses in Agency Experience, Copywriting, Layout and Design have strengthened my knowledge and skills. Currently working on a live client for one of my courses.

LANGUAGES

French (Français)

Mandarin (中文)

ACHIEVEMENTS

- Deans list
- Honour roll
- Vice President of Marketing for Junior Achievement
- VP of Marketing of the Year for Junior Achievement

COMPUTER SKILLS

- Microsoft Office
- Adobe Creative Cloud
- Wix

HOBBIES

- Hockey
- Skiing
- Web design
- Blender



Stratford, ON



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VOLUNTEER EXPERIENCE

2019 **ST. ANN'S SCHOOL CHRISTMAS ASSEMBLY**

Mohawk College

In charge of getting a team together and getting the photos with Santa station setup and organized for the whole day. Mohawk College always provides volunteers for the St. Ann's Christmas breakfast that is prepared for their students and parents.

2018 **ST. ANN'S SCHOOL CHRISTMAS ASSEMBLY**

Mohawk College

Volunteered to help set up a pancake breakfast for the students and their parents as well as a craft station and a backdrop to get pictures with Santa.

2018 **MCKEIL SCHOOL OF BUSINESS TOY DRIVE**

2017

Mohawk College

Throughout the school year, the students of the McKeil School of Business at Mohawk College arranged multiple fundraisers to provide backpacks full of toys to two local schools in the Hamilton area. I was a part of the fundraising and we were successful in our efforts of providing children with toys and backpacks for Christmas.

2018 **HESS STREET SCHOOL EASTER ASSEMBLY FUNDRAISER 2018**

Mohawk College

Co-organized and ran an Easter Assembly at Hess Street School. Challenged to come up with multiple activities for the children to enjoy, ensured everything ran smoothly and was on time and created gift bags of chocolates and school supplies for children to take home.

REFERENCES

MATT JOHNSON

CEO, Straight Forward Sales

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KRISTY SMITH

Technical Director, Excentric Creative Agency

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PORTFOLIO

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