

VICTORIA RONCO



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MARKETING | PUBLIC RELATIONS | COMMUNICATIONS

Skills

- *Marketing and Public Relations*
- *Strategic Marketing Planning*
- *Social Media and Online Community Management*
- *Customer Engagement Strategy Development and Execution*
- *Website Optimization, Content Creation and Development*
- *Search Engine Optimization and Search Engine Marketing*
- *Market Research and Analysis*

Attributes

- *Keen and creative eye for graphic design and prose writing*
- *Attentive to detail*
- *Fluent Spanish, conversational Italian and French*
- *Strong interest in environmental and sustainability issues*
- *Published photographer and journalist*
- *Broad software skills including Adobe Creative Suite and Microsoft Office*

PROFESSIONAL EXPERIENCE

VIVONET INC

Vancouver, B.C.

Customer Engagement Strategist and Online Community Manager September 2010 – April 2011

- ◆ Developed and implemented the company's customer communications strategy, moving from no communication with our 1,500 customers, to regular communications in congratulatory, support, education and company updates.
- ◆ Responsible for the creation and deployment of all customer-facing communications materials.
- ◆ Accountable for all social media and online marketing initiatives.
- ◆ Point person for liaising with Public Relations agency.

CURVE COMMUNICATIONS

Vancouver, B.C.

Consultant, Client Services

February 2010 – September 2010

- ❖ Created and launched the [agency's social media and online marketing division](#), offering SEO, SEM, SMM, social media, and online brand management for [clients](#). The only agency staff member of this division, responsible for carrying out any and all tasks relating to online marketing.
- ❖ Responsible for all clients' social media and online marketing initiatives: from planning the strategy and proposing to the client, to execution of strategy and reporting. This includes everything from managing brand presences on social networks, to website audits for SEO, e-marketing campaign creation and deployment, PPC campaign placement and multi channel organic search engine optimization.
- ❖ Successfully pitched various clients to media outlets (on and offline), garnering press exposure. Reported to clients and calculated ad value of press.

- ❖ Managed several different clients as the primary agency contact. This included reporting to clients, answering their queries and managing client expectations.

DIVINA COMMUNICATIONS

Marketing Director & Founder

Vancouver, B.C.
August 2009 – February 2010

- ❖ Created, executed and managed public relations and marketing strategies for several [clients](#).
- ❖ Managed clients social media and online brand management strategies. Optimized websites for search engine visibility.
- ❖ Developed and executed public relations plans (including press release development, launch and press follow-up). Secured exposure in mainstream media.
- ❖ Content creation for various clients: website copy, printed materials, design & layout, brand development, and online community materials (such as e-newsletters, blog posts, etc.).

DREAMBANK

Marketing, PR & Online Community Manager

Vancouver, B.C.
October 2008 – February 2010

- ❖ Primary public relations strategist and contact for all traditional and digital media: developed comprehensive media rollouts including guerilla marketing. Secured interviews and coverage in [national and international media](#).
- ❖ Managed all aspects of social media and online brand presence including Facebook, Twitter, Flickr, and the DreamBank online community.
- ❖ Responsible for creation and deployment of all online content (copy and design) including e-newsletter, web copy, customer service inquiries.

BOILINGPOINT COMMUNICATIONS

Marketing Coordinator

Vancouver, B.C.
Aug 2007 – January 2008

- ❖ Developed and managed marketing tools and collateral for clients' media kits, web content and product brochures as well as presentations for speaking engagements.
- ❖ Led media blitzes: developed and distributed targeted press releases, managed media inquiries.
- ❖ Organized and deployed market research ranging from target audience research to market competition analysis and developing brand management strategy.

RENDEZVOUS CLUB

Public Relations and Marketing Consultant

Vancouver, BC
June 2007 – January 2008

- ❖ Researched and implemented re-branding strategy to increase market value prior to sale of business.
- ❖ Developed creative print and online marketing collateral.
- ❖ Hosted and facilitated events for singles: research and event planning, marketing strategy and implementation, customer feedback tracking and analysis.

VOLUNTEER WORK

- [Vancouver Orphan Kitten Rescue Association](#) *Publicity Officer*
- [Canadian Youth Business Foundation](#) *Mentor - Marketing and Public Relations*
- [Timeraiser](#) *Marketing and Public Relations Volunteer*
- [Young Women in Business](#) *Marketing and Public Relations Volunteer*

EDUCATION

M.A. (Hons) 2006 • [University of St. Andrews](#)

Scotland, UK

- ✓ Graduated with Honours from a top tier university in the United Kingdom, consistently [ranked within the top 10 universities in Great Britain](#); awarded Class Medal for outstanding academic achievement
- ✓ Honours representative and elected chair of student-staff consultative committees for two departments. Acted as a student representative in university governance proceedings; chaired meetings; delegated tasks to staff and students.
- ✓ Managed publicity and events for two of the largest student run societies at St. Andrews.

HOBBIES & INTERESTS

Reading ◇ [Photography](#) ◇ Rock Climbing ◇ Boxing ◇ Travel ◇ Online Media ◇ Graphic Design ◇ [Metalsmithing](#) ◇ [Sewing](#)