

WILLA MORTON

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EDUCATION

- 2020-2024 **Bachelor of Arts: Psychology - Queen's University** - Kingston, ON
- 2018-2020 **Associate of Arts: Digital Media - Dawson College** - Montreal, QC
- 2017- 2018 **High School Diploma - Fine Arts Core Education (FACE)** - Montreal, QC

WORK HISTORY

- Feb, 25 - Current **Membership Advisor - EQUINOX** – New York, NY
- Boosted membership enrollment by developing and implementing effective sales strategies.
 - Educated prospective members on the benefits of joining the organization, resulting in increased conversion rates.
 - Conducted comprehensive tours of fitness facilities for potential members, showcasing amenities and services offered.
- May, 24 - Jan, 25 **Event Marketing Specialist - Monster Energy** – Montréal, Canada
- Executed guerrilla sampling campaigns and distributed promotional materials to enhance brand loyalty and retail engagement while supporting event setup, activation, and teardown in alignment with brand standards
 - Streamlined asset management and storage to efficiently adhere to demanding schedules across diverse retail and event venues, ensuring professional consumer interactions
- May, 23 - Sept, 23 **Sales Specialist - City Sightseeing Toronto** – Toronto, Canada
- Promoted company and partner products, managing reservations and ticketing, and increasing community engagement
 - Handled administrative duties including promotional distribution, sales reports, and guest communication
- Apr, 22 - Dec, 22 **Digital Marketing Specialist - Kingston 1,000 Islands Cruises** – Kingston, Canada
- Assisted with content development, web updates, and digital performance tracking
 - Delivered bilingual guest support, serving as an ambassador for Kingston, sharing in-depth product and city insights
- Jun, 15 - Jun, 18 **Marketing and Sales Assistant - Tonewood Maple** – Waitsfield, USA
- Managed merchant booths at farmers' markets and represented the brand at trade shows across the U.S., enhancing customer interactions and sales
 - Oversaw comprehensive labeling, packaging, and shipping logistics while designing and maintaining the company website

PROFESSIONAL SKILLS

- Soft Skills:
 - Fluent in French and English, Creativity, Collaboration and Teamwork, Trend Awareness, Time Management, Analytical Thinking, Persuasion and Negotiation, Adaptability, Communication
- Hard Skills:
 - Adobe Creative Suites, Google Analytics, Squarespace, Microsoft Office, Canva, MailChimp, HTML, Graphic Design, Hootsuite, Salesforce