

Elizabeth Sak

Toronto, Ontario ▪ (231) 218-0494 ▪ esak.hba2020@ivey.ca

EDUCATION

Ivey Business School, Western University – London, ON, Canada 2017– 2020

- Candidate for Bachelor of Arts, Honors Business Administration (HBA)

Faculty of Arts & Humanities, Western University – London, ON, Canada 2015 –2020

- Honors Specialization Creative Writing, English Language and Literature
- Lillian Kroll Prize in Creative Writing (2019)
- Alfred Poynt Award for Poetry – Judges Choice (2017)
- Dean’s Honor List (2015-2017)
- The Western Scholarship of Excellence (2015)

WORK EXPERIENCE

TELUS – Toronto, Ontario Summer, 2019

Marketing Communications Specialist

- Lead over 14 projects including: refreshing the design of the “Accessory of the Month” program, developing a store toolkit to improve competitive response efficiency, aiding in Samsung Note10 launch, and promoting Back to School.
- Directed multiple rounds of creative revisions to ensure that all outputs were aligned with marketing objectives, brand strategy, legal compliance, and translation, while delivering pieces on schedule with in-store launches through continuing communication between internal and external stakeholders.
- Worked cross-functionally to collaborate with printing, merchandising, technology, and accessories teams on promotions for in-store elements nationwide, amounting to over 60 SKUs with additional flyers, digital pieces, and social items.
- Explored logo lock-up and master service agreements to develop creative with repair partners in 100+ locations.

Restaurant Brands International – Oakville, Ontario Summer, 2018

Leadership Development Program – Tim Hortons Global Marketing Team

- Developed a community engagement toolkit for international Tim Hortons franchises in order to grow relations between local communities and Tim Hortons brand and improve sales figures with complete autonomy over the project.
- Conducted interviews with Tim Hortons franchisees to collect insights on the most successful national and local community projects and recorded detailed records on current implementation and recommendations for improvement.
- Worked cross-functionally to gather information on national Tim Hortons community projects, compiling creative assets, contact information, timeline and budget details, best practices, and all necessary assets for implementation.
- Improved communication and PowerPoint skills by creating detailed slide decks to be used both internally within the Tim Hortons Global Marketing team and externally by Tim Hortons franchisees; the toolkit section on the Smile Cookie program is currently being used by international franchisee for implementation in September of 2018.

VOLUNTEER EXPERIENCE

The Temz Review, Assistant Editor – London, Ontario 2017-Present

- Critically analyzed submission packages and determined which pieces should be passed on to the editor for publication.
- Screened submissions to ensure alignment with the literary journal’s content standards and suggested improvements.

Project Hunbelievable, Personal English Teacher – Budapest, Hungary Summer, 2017

- Taught private English lessons to university students in Budapest with a focus on business, economics, and politics.
- Developed detailed lesson plans for each student based on their level of proficiency, as well as personal interests.
- Strengthened adaptability and confidence by independently navigating a foreign country and embracing diverse customs.

LEADERSHIP & OTHER ACTIVITIES

- Teaching Assistant for Strategy at Ivey Business School (2019)
- Ivey Marketing Club Mentor (2018)
- Semi-finalist candidate for the Great Canadian Sales Competition (2018)
- Director of Finance for Iconoclast Collective Literary Journal (2017-2018)

RECENTLY PUBLISHED WORKS

- Prism: Vol. 1 “Searching for Salvation in Coffee Foam” (2019), “Temptation” (2019)
- Iconoclast: Vol. 6 “To the Person Who Stole the Bag from the Backseat...” (2019), Vol. 5 “Insert Picture Here” (2018)
- Symposium: Vol. 4, Issue 2 “Tormented” (2017)
- OCCASUS: Issue 7 “Get Out of My Bookcase” (2017), Boomerang “Stalemate” (2017)