

ANTHONY DALLA BONA

MARKETING SPECIALIST

FROM:

ANTHONY DALLA BONA
Marketing Specialist

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1449 Martindale St.,
Windsor, ON
N9B 1G4

TO:

HIRING COMMITTEE

Airia Brands

511 McCormick Blvd,
London, ON
N5W 4C8

Dear Hiring Committee,

Please accept this package as my application for the Marketing Specialist position. I have spent the last decade developing myself as an experienced leader and collaborator. Working with clients such as, most recently, the Windsor International Film Festival (WIFF), I have broadened my horizons and learned how to connect with customers and community members locally and across the globe.

Since launching my own business, Daring Consultants & Co, I have partnered with organizations across industries. With budgets ranging from \$500 to \$500,000, working with clients in different industries has taught me a wide range of practices and understandings. So far, the highlight of my career has been the planning and deployment of the community transformation project WIFF Alley. I am proud to have contributed to such a driving force for promoting the arts, urban beautification, and economic development of the Windsor downtown core.

Managing the marketing portfolio for WIFF taught me to engage the public at large. With a record number of over 40,000 tickets sold for 2019. This experience taught me the ability to learn and learn fast. I hold strong technical skills in all areas critical to marketing and communications. I am capable and ready to jump into any situation with strength in copy-writing, story development, photography, videography, and content creation.

Over the years, I've adapted to become a creative powerhouse and the go-to for my clients' communication needs. Anything from professional brochures, business cards, social updates, media releases, and web development, I've developed the skills needed to get the job done. **I am a high-energy, dedicated, and optimistic individual with the experience necessary to be successful.** If this sounds like the right fit for the Airia Brands, I would love to meet and discuss this position further.

Please see my skills and experience highlighted in the attached resume.

Thank you for the consideration,

Anthony

ANTHONY DALLA BONA

MARKETING SPECIALIST

TECHNICAL SKILLS

Smart Serve	Adobe CC
SEMrush	Google Ads
Microsoft CRM	Photography
Constant Contact	Wordpress
Google Analytics	Hubspot

EDUCATION

B.COMM IN BUSINESS ADMINISTRATION

University of Windsor - 2021

Major: Marketing

Minor: Italian

GOOGLE: CERTIFICATE IN FUNDAMENTALS OF DIGITAL MARKETING (2020)

GOOGLE: CERTIFICATE IN ANALYTICS (2020)

FACEBOOK BLUEPRINT: DIGITAL MARKETING (2020) ASSOCIATE (2019)

EXPERTISE

BRAND STRATEGY
PRODUCT DEVELOPMENT
SOCIAL MEDIA
TRAINING DEVELOPMENT
PUBLIC SPEAKING
TRAVEL & TOURISM

CONTACT

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PROFILE

Experienced marketing specialist with over ten years experience working with organizations of all sizes and a range of industries. Critical skills include content marketing, relationship management, sales, logistics, and planning. Proven in the management and development of large teams. Combines technical understanding with well-developed interpersonal skills and the ability to forge strong relationships with stakeholders. Communicates effectively at all levels with clients and colleagues alike and thrives when challenged.

EXPERIENCE

DARING CONSULTANTS & CO. | DEC. 2016 - Present Account Manager - Marketing & Communications

Manage various client accounts ranging in size and scope. Project management from ideation to completion, specializing in marketing and social media. Clients include Windsor International Film Festival, Global Summers Academy, Sam Blyth, Blyth Academy, International Student Exchange, Student City Corp, EduTravel, Breakaway Tours, CISS, GreenLeaf Trails, Wineology, Windsor Optimist Youth Band, Grupo Vaughan (Spain), MusicFest Windsor, Abridged Opera, Erin Armstrong Sopr., Salon Anjolie & more.

WINDSOR INTERNATIONAL FILM FESTIVAL (WIFF) 2019 Manager, Marketing & Signature Events

TIFF rated #1 volunteer-run festival in Canada. Responsible for organizing, coordinating, and executing marketing initiatives and special events throughout the year. Managed advertising & media portfolio. Coordinated and collaborated on over 30 signature WIFF events in 2019. Supported \$400,000 sponsorship and development goal, as well as communications, internally and externally. Coordinated and executed 2019 WIFF alley transformation.

TRAVELOPIA GROUP | DEC. 2010 - JUL. 2019

Educational Tour Leader Supervisor - Brightspark

Began as North American Tour Leader & Director delivering top-rated client satisfaction in destinations including: Ottawa, Montréal, Québec City, Toronto, Chicago, New York City, & Boston. Responsible for the recruitment, selection, training, and leadership of the 100-member Educational Tour Leader team. Developed extensive in-office and in-destination training, led leadership team, 24-hour emergency support, payroll, expenses, & team culture efforts.

INTERESTS

PHOTOGRAPHY | LANGUAGES | FILM
MUSIC | MARCHING ARTS | ENTREPRENEURSHIP
FINDING WAYS TO TRAVEL