



Education

SHERIDAN COLLEGE

**Advertising & Marketing Communications
Management | September 2018 - April 2021**

- Graduated with an Advanced Diploma and a 3.94 GPA. Awarded the Silver Medal for receiving the highest GPA in the program

Work Experience

MEDIA PLANNER

UNISON (Starcom) | May 2022 - August 2022

- Utilized excellent written and verbal communication skills to manage both client and vendor relationships
- Assisted in planning future campaigns while simultaneously managing the execution of existing plans
- Entrusted with managing large budgets and ensured clients were billed accurately and on time
- Responsible for building, analyzing, and presenting weekly campaign performance reports for clients

MEDIA ASSOCIATE & PLANNER

m/SIX | January 2021 - May 2022

- Ensured that campaign KPIs/goals were met by building and analyzing reports and data
- Planned, presented, and executed campaigns across several clients with the assistance of the planning director
- Entrusted with leading weekly client meetings to maintain open communication with clients and campaign schedules
- Responsible for handling multiple clients Billing Control Reports and ensuring all billing is accurate

PEER-ASSISTED LEARNING LEADER

Sheridan College | September 2020 – April 2021

- Hosted virtual classrooms and assisted/tutored first-year students in my program
- Earning the position required a high GPA and a professor's recommendation

Sabrina lapicco

ADVERTISING & MARKETING

I am excited by any opportunity to grow my knowledge in the advertising and marketing industry. I am a quick learner who works well in a team as well as on my own. I have a passion for organization and creativity, often merging these skills whenever possible.

Skills

Media Planning	● ● ● ● ●
Campaign Execution	● ● ● ● ●
Analytics/Reporting	● ● ● ● ●
Creativity	● ● ● ● ●
Time Management	● ● ● ● ●
Microsoft Office	● ● ● ● ●
Billing	● ● ● ● ●
Facebook Ads Manager	● ● ● ● ●
Vividata	● ● ● ● ●
Comscore	● ● ● ● ●
Prisma & DDS	● ● ● ● ●
Organization	● ● ● ● ●

Contact

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