

JEANINE PAPACHARALAMBOUS

EVENTS AND COMMUNICATIONS



Markham, ON



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jeaninepapach.ca

SKILLS

Event Management
Stakeholder Relations
Internal Communications
Social and Digital Media
Research
Media Monitoring
Media Relations
Writing, Editing and Proofreading in
Canadian Press (CP) Style
Writing Press Releases, Media
Advisories, Memos, Letters &
Newsletters

TECHNICAL SKILLS

Microsoft Office Suite
WordPress & Wix website
development
Photography
Machform & UECR
Student Information Systems (SIS)
Microsoft Access
Microsoft Click Dimensions (CRM)
HTML
Sysomos
Meltwater

EDUCATION

EVENT MANAGEMENT CERTIFICATE

// Humber College, TORONTO, May
2017

PUBLIC RELATIONS, CORPORATE COMMUNICATIONS // Seneca

College, TORONTO
2015 – 2016

COMMUNICATION STUDIES //

MAJOR
York University, TORONTO
2011- 2015

COURSES

TRACK 1 EDUCATION

CERTIFICATE// NAACO// February
2018

MACHFORM EDITING

WORKSHOP// March 2017

LOTUS NOTES CALENDARING & TASK MANAGEMENT// March

2017

OBJECTIVE

Ambitious and vibrant individual with exceptional communication skills and strength in event management, stakeholder relations and writing. Interested in pursuing a career within the field of events and communications.

EXPERIENCE

York University // May 2017 – PRESENT

Events and Communications Coordinator – Events and Ceremonies, Advancement Services and Operations

Event Management

- Create and send invitations to appropriate guest lists using Microsoft Click Dimensions (CRM)
- Coordinate 18 Convocation ceremonies year-round for over 8000 graduates and more than 24,000 guests in attendance
- Arrange travel and accommodations for Honorary Degree recipients and their guests
- Input table seating into Event Solution software
- Create and print place cards and name tags
- Offer professional advice and guidance on protocol to facilitate successful ceremonies, events, or special guest appearances
- Submit and track the appropriate request forms for on-campus service items, catering, audio visual equipment and tech support, venue reservation, parking and digital signage as required
- Develop event agendas, critical paths, rollouts and all other communication materials and documents
- Provide support to university leadership chairs to operationalize the United Way Campaign

Staff and Volunteer Recruitment

- Write job descriptions, interview, prepare offer letters and create shift schedules for various student event and administrative staff roles
- Serve as the main contact and supervisor for approximately 60 student staff members
- Complete payroll and submit all invoices to finance department following Convocation

York University // October 2016 – May 2017

Events and Communications Assistant – Events and Ceremonies, Advancement Services and Operations

Event Management

- Assisted lead planner with all event planning and execution logistics
- Maintained and managed an internal stakeholder database for all institutional events and ceremonies
- Provided students, staff, faculty and university stakeholders with front line customer service both in person, via phone and email
- Ensured all materials (including guest lists, place cards, table seating charts, event kits, way finding signs etc.) were prepared prior to the start of each event
- Assisted in the overall set-up and tear-down of university events and ceremonies
- Worked together with University Events and Ceremonies team to produce post-event reports and maintain accurate archival records
- Continuously developed strong organizational and administrative skills by producing agendas for internal meetings, taking minutes, contributing to the redevelopment of internal websites and software and working to provide an efficient, organized and collaborative working environment for all members of the University Events and Ceremonies team

ZENO GROUP CANADA // April 2016 – July 2016 // PR & Content Intern

Media Monitoring

- Used various innovative social media tracking tools such as Sysomos, Meltwater and MediaVantage to monitor competitor and client coverage across various media platforms

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AFFILIATIONS

NORTH AMERICAN ASSOCIATION OF COMMENCEMENT OFFICERS//
May 2017

PROTOCOL OFFICERS ASSOCIATION// March 2018

ZENO GROUP CULTURE & VOICE COMMITTEE // April 2016 – July 2016

GREEK CITY TIMES CONTRIBUTOR // March 2016

AWARDS SYNERVOICE COMMUNICATIONS // 2011 St. Augustine C.H.S.

PUBLIC SPEAKING VOICES 2016// March 2016

“During Jeanine’s two years with Cadillac Fairview Corp., she played an important role in enhancing the client experience and communication delivery to both internal and external clients. Jeanine also assisted with several marketing initiatives within two Cadillac Fairview properties. Due to her great attitude, work ethic and excellent potential, I would highly recommend Jeanine for any public relations or corporate communications position or project.” – Cathy Krieger, Guest Services Supervisor, CF Fairview Mall.

Research & Stakeholder Relations

- Collected and organized research in a way that can be presented to client and used for new business opportunities
- Gathered research to support and drive campaign objectives for various client accounts
- Identified key influencers through media monitoring and built reports outlining potential outreach strategies

Event Management

- Led the team in planning and executing an event called *Makeful*, which included the creation of a work back schedule, handouts, sign in sheets and signage. Also, ordered catering, set-up venue and assembled gift bags for guests

ELPIDA AUTISM FOUNDATION // June 2013 – PRESENT

Founding Member / Social Media Coordinator & Sponsorships

Writing

- Write invitation letters to Canadian dignitaries inviting them to the annual gala event
- Secure corporate sponsorships, by utilizing verbal and written communications and maintaining mutually supportive relationships with partners

Social and Digital Media

- Create and manage all social media and website content including Facebook and Twitter, which increased ticket sales by 10 per cent since 2014 Elpida Gala
- Utilize Facebook analytics to monitor user traffic and promote pages, which elevates interest among younger demographic

Media Relations

- Verbally communicate gala details and information regarding Autism research with various media outlets to generate a story covering the event

Event Management

- Assist with the planning and execution of the gala on event day, which to date has raised over a quarter of a million dollars for Autism Research at Holland Bloorview and ISAND

CADILLAC FAIRVIEW CORPORATION LTD. // October 2013 – January 2016 & July 2016 – September 2016

Guest Services Representative – CF Fairview Mall & CF Shops at Don Mills

Internal Communications

- Visited retail clients and communicated upcoming mall events and meetings
- Assisted in the implementation of property level events to drive engagement and sales
- Sustainable Shops Officer and past member of the Communications Pillar for Green at Work Program (GAW), Cadillac Fairview’s sustainability operational platform
- Worked one-on-one with retail clients to increase their environmental successes and obtain gold status within the property

Stakeholder Relations

- Dealt with customer escalations and provided timely resolutions, which further enhanced the overall exceptional reputation of the corporation in the minds of external stakeholders

EVANOV COMMUNICATIONS // May 2014 – Sept 2014

Acting Brand Ambassador / z1035 Street Team Member

Stakeholder Relations

- Encouraged stakeholder engagement through activities and contests to inform various publics on current and upcoming events
- Reinforced the outstanding reputation of the Evanov Radio Group and z1035 by showcasing a passion for the values of the organization and its alignment with various external audiences