



Alessia Leonardo

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Profile

I work in marketing because it is a profoundly human field. Having lived as an extrovert throughout my life, I've come to recognize that the key to meaningful connections lies in understanding others. Thus understanding people has become second nature to me, propelling me towards a path in strategy. I love working on projects that give me the opportunity to delve into the desires, needs, and motivations of consumers, consumers, where I get to discover who they are and what they value. My fascination with culture spans every dimension—pop culture, social media culture, individuals' cultural backgrounds, and the contemporary cultures they engage in. Recognizing the profound impact of culture on people's lives, I revel in diving into the cultural environment surrounding a brand, product, or service to unearth compelling insights that can be applied to strategy formulation. The integration and utilization of technology have become integral to my approach. Why work harder when you can work smarter? Embracing AI and tools like ChatGPT has equipped me with the ability to refine my writing, gain new perspectives, engage in strategic brainstorming, and much more. I'm also well versed digital marketing tools such as Google Ads, Meta Ads, SEO/SEM analytics, and email marketing tools like MailChimp. As hard as I work, I like to enjoy life. I firmly believe that as marketers and especially as strategists, it is essential to venture into the world, engage with people, and broaden our understanding of humanity. This not only enriches our insights into the projects we undertake but also adds depth to our understanding of life itself. Ultimately, my commitment to marketing is driven by the desire to connect with and understand people, all while contributing value to the intricate tapestry of their lives.

Work Experience

03/2022 – present
Toronto, Canada

Account Manager Invok Brands

- Builds and maintains strong relationships with main clients Nestle and Smuckers, while managing all requests and serving as a liaison between clients and agency designers to boost client satisfaction. Other accounts include Bausch + Lomb, The Better Chocolate, House of Cheatham, Holburne Mushroom Farm, Hayter's Farm, etc.
- Collaborates with designers and manages marketing materials to develop packaging, social media content, ads, sell sheets, renderings for media including video and print, and more for clients.
- Assists in brand and marketing strategy development meetings, facilitating the development of brand personality, tone, and name for new brands.
- Develops packaging and timelines for clients, contributing to effective packaging and efficient project delivery.
- Manages project budgets, estimates, and invoicing to ensure project completion within budget constraints.

03/2021 – 03/2022
Vaughan, Canada

Marketing and Sales Coordinator SMS Stone. Inc

- Built relationships with clients and managed all requests from clients and sales teams, resulting in 3.5% increase in monthly sales.
- Conducted research on potential sales areas, market trends and assists in creating campaigns to drive sales, contributing to successful campaigns and increased sales.
- Coordinated logistics, booth design and marketing materials (banners, merchandise, samples, etc.) for industry trade shows, which resulted in new sales leads and new clients.

Work Experience

- Collaborated with the creative team to develop marketing materials and presentation decks for sales, managed inventory of sales collateral and marketing materials.

02/2019 – 02/2021
Toronto, Canada

Marketing Coordinator **Give & Go Prepared Foods (Owned by Mondelez International)**

- Support the marketing department's initiatives with the planning, executing, and tracking of marketing programs within my customer accounts valued at \$70 million, while working directly with Sales to launch new products and ensure all customer needs were met. Accounts included Canadian, Foodservice, and International big grocers such as Walmart (Canada, Mexico), Loblaws, Sobeys, Costco (Canada, UK, South Korea, Australia), and Metro.
- Assisted in launching new products and ensuring customer needs were met, resulting in surpassing sales targets by 3%–18% for five new products and two re-branding initiatives.
- Coordinated with internal creative team, product development, and operations to execute new product and brand launches, ensuring successful launches.
- Conducted research and analysis to create reports and customer innovation presentations, resulting in the launch of three new products for Costco Canada.
- Collaborated with the agency partner to create content plans and approved all the developed content for social media to ensure it was aligned to brand tone of voice.

Skills

– DIGITAL MARKETING

Google Ads

Google Analytics

SEO/SEM

Mailchimp

Meta Ads

Content Planning

– CREATIVE STRATEGY DEVELOPMENT

Brand Development

Qualitative and
Quantitative Research

Communications
Planning

Design Thinking

Insight Development

Brief Development

Journey Mapping

Measuring success
through KPIs & Metrics

Certificates

07/2018

Digital Marketing Certification **Brainstation Toronto**

Online Ads, Brand Personality Creation, Google Analytics

Education

09/2014 – 05/2018
Toronto, Canada

Bachelor of Commerce | Major in Marketing **Ted Rogers School of Management at Ryerson University**

Minor in Global Management

01/2023 – present
Toronto, Canada

Creative Strategy | Diploma **Miami Ad School**

A program focused on developing strategists for the agency environment. Courses include Strategic Innovation through Design Thinking, Insight Development, Communications Planning, Brief Development, Research, Pitching, etc.