



## JEANETTE RICASIO

*Content Creator, Marketing and Events  
Coordination, Communications, and  
Project Development*

### PROFILE:

I am a highly creative and data-driven content creator with a proven background in marketing and events coordination, communications, project management, partnership outreach, and creative digital tools.

I am seeking opportunities where I can continue honing my digital content creation, strategic communications, and stakeholder management skills.

### PROFESSIONAL SKILLS:

- Written and Verbal Communications
- Visual Digital Content Creation, i.e. Infographics
- Multi-task, Time Management, and Organization
- Stakeholder Management and Coordination
- Social Media/Email Marketing and Data Analytics
- Self-Starter, Teamwork and Collaboration
- Lean Six Sigma - White Belt (Yellow Belt pending)
  - Currently Completing Scrum Master Training

### TECHNICAL SKILLS:

- *Microsoft Office:* Word, Excel, PowerPoint, Outlook, SharePoint, OneDrive, Teams, WebEx
- *Design:* Adobe Creative Suite: Premiere Pro, Illustrator, InDesign, Photoshop, Acrobat, Canva
- *Social Media:* LinkedIn (Sales Navigator, Recruiter), Hootsuite Social Platform (Twitter, LinkedIn, YouTube, Facebook, Instagram)
- *Customer Relationship Management (CRM):* Salesforce (Email Studio), Doodle (Online Scheduling Tool)
- *Mobile App:* Fliplet (App Studio), Cvent (CrowdCompass App)
- *Website Development:* Wix, Squarespace

### CONTACT:

(647) 404-1317 [ricasior@hotmail.com](mailto:ricasior@hotmail.com)

Jeanette Ricasio Mississauga, ON

### EXPERIENCE:

*Content Specialist, Global Talent Delivery Team, HR*

**OMERS**, Toronto, ON / 2021 - Current

- Working with the Global Talent Delivery Team Leads and collaborating with other teams and Subject Matter Experts to develop multiple, captivating digital content for various campaigns (i.e. Qualtrics videos, Wellness Month podcasts).
- Assisting the Adoption Lead in the Workday Implementation team as a shared resource to plan training, develop video branding and bite-sized videos, execute HR SharePoint tasks such as preparing PowerPoints, and setting up strategy meetings complete with agendas and meeting notes.
- Supporting the Global Talent Delivery Team of any meetings or resources to keep everyone well-informed and our documents current and collaborative.
- Updating and tracking work in a shared Excel document, and creating weekly reports that highlight what work was completed that week and planned for next.

*Content Specialist, HR Transformation, Workday Implementation, HR*

**OMERS**, Toronto, ON / 2020 - 2021

- Worked with Communications Lead to develop compelling digital content as per the communications and adoption strategy for various stakeholders in the Enterprise including HR, Senior Leadership Team, People Leaders, and Employees in both OMERS and Oxford. Content includes infographics, videos with French subtitles, The Pulse and oxPort posts, Workday Announcements.
- Worked with the Training Lead and collaborated with Subject Matter Experts to develop and update training materials for PowerPoints and videos.
- Provided team updates at Daily Scrums, pulled metrics and arranged data in a consumable presentation format to tell a story, and prepared weekly reports.
- Supported the HR Transformation team by coordinating and setting up meetings, handling meeting logistics, preparing agendas, taking meeting notes, editing documents, ensuring that the OMERS branding guidelines are followed.

*MARKETING COORDINATOR, STRATEGIC PARTNERSHIPS AND  
COMMUNICATIONS, DATA RESEARCH, ADMIN, AND APP EXPERT*

**C5 Group Inc.**, Toronto, ON / 2015 - 2020

- Executed and coordinated schedules and trackers for conference producers to meet with speakers. Also used *Doodle*, a free online scheduling tool.
- Generated over US\$80,000 in sales from strategic partnerships, coordination of marketing collateral, and lead generation efforts. Tracked sales via UTM codes.
- Developed visually interesting and engaging onsite PowerPoint presentations for over 100 conferences, and updated templates to match evolving branding.
- Worked with Subject Matter Experts to document and develop consumable training materials such as PPT presentations, PDF guides, and FAQ web pages.
- Improved digital strategy using analytics tools for Social Media platforms. This resulted in an increase in followers and impressions with a clickthrough rate (CTR) averaging between 3% to 6% (above average).
- Managed and executed live webcast production for over 50 events. Facilitated digital Q&As and troubleshoot technical issues directly with clients.
- Built, tested, and launched over 50 event apps and facilitated user training.

### EDUCATION:

*HONOURS BACHELOR OF ARTS*

**University of Toronto**, Mississauga, ON / 2010 - 2014

*CERTIFICATE OF DIGITAL COMMUNICATIONS*

**Sheridan College**, Oakville, ON / 2010 - 2016