

Karen Canavan

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Skills and Certifications

- Microsoft Office Suite
- Canva & WordPress
- Creativity
- Commitment
- HubSpot Certified
- LinkedIn Learning Certified

Education

Champlain College - Stiller School of Business

Burlington, VT

Bachelor of Science Degree in Marketing

August 2018 - May 2022

Minor in Event Management

- GPA 3.889 (4.0 scale); Presidents List: Fall Semester 2018 and 2021; Dean's List 2019-2022
- Former Vice President of CHAMP (Champlain College Activities Board)
- Member of Stiller Women in Business and Emerging Leaders Program

Relevant Experience

Unify Ordering

Dublin, Ireland

Marketing Intern

August 2021 - December 2021

- Wrote for the Unify Ordering blog, with the purpose of gaining attraction from suppliers and buyers.
- Created content for the Unify Ordering social media, as well as ideas and content for the hospitality trade show CATEX.

ServiceNow

Remote

Innovation Intern, Marketing Coordinator

May 2021 - August 2021

- Re-imagined and delivered on a new Digital Takeaway used for potential customers who have been taken through the Innovation Experience within the Innovation Department.
- Became a facilitator (external presenter for ServiceNow solutions) for the Innovation Experience
- Created presentations - from brainstorming to design-storyboard-delivery.

Vermont Dance Alliance (VDA)

Burlington, VT

Marketing Intern

September 2020 – December 2020

- Expanded VDA online presence by creating a TikTok profile and content and increasing Instagram engagement via conducting live interviews.
- Lead all design projects including social media content, annual report creation, sponsorship materials, and miscellaneous branded collateral.

Burlington Business Association (BBA)

Burlington, VT

Event Intern

February 2020 – March 2020

- Created marketing materials including email marketing campaigns in MailChimp and social media content for the 42nd BBA Annual Dinner ceremony for 500 people.
- Managed the BBA social media profile on Facebook focusing on sponsorship updates.
- Organized tasks taking attentive meeting notes and writing press releases and emails.