

Marnie Campbell

Skills

Strong team player, outstanding hosting and Emceeing capabilities, excellent creative thinking ability, able to work independently, excellent communication and presentation skills, positive attitude, solid client service skills, strong computer knowledge with programs including Microsoft Word, PowerPoint and Excel

Related Experience

2003–2006 *Royal Caribbean International*

Assistant Cruise Director/Cruise Director

- Hosting all major events, activities, game shows and productions each voyage
- Executing top-quality one-on-one customer service with guests on a daily basis to ensure company standards met
- Overseeing entire Entertainment Division consisting of approximately 65 crew members and working with department heads to ensure all areas are up to company standards
- Maintaining continuous contact with head office in Miami, Florida, to discuss various department needs
- Managing and overseeing budget for entire division on a daily basis

2000–2003 *APEX Public Relations* *Toronto, ON*

Consultant

- Managing communications programs on a national level for clients including American Peanut Council, Levi Strauss & Co., BMG Music, Neilson Dairy and Molson Breweries
- Writing and developing press releases and other print materials including consumer manuals, newsletters and brochures
- Managing and implementing all elements for numerous events including press conferences, media tours, familiarization tours, consumer sampling programs and product launches
- Developing and presenting new business proposals
- Overseeing all program details including budgeting, timelines and daily client counsel

1997–2000 *Cohn & Wolfe* *Toronto, ON*

Account Executive

- Working as a team player on communication programs for clients including Schering Plough, Heinz Canada, and Philips Electronics
- Coordinating and facilitating all details for events including product launches, press conferences, familiarization trips and media tours
- Conducting ongoing media relations and daily liaison with media across Canada
- *Account Coordinator* (1998-1999). Responsibilities included: coordinating communication programs for client including Schering Plough, Heinz Canada, and Philips Electronics, coordinating and facilitating all details for events including product launches, press conferences and media tours
- *Office Manager* (1997-1998). Responsibilities included: reception, courier and postage facilitation, planning and coordinating internal office events including social functions and holiday parties

Education

2000-2001 *Second City Improv Training Centre* *Toronto, ON*

- Completed first five levels of fundamental improvisational skills

1997-2000 *Ryerson Polytechnic University* *Toronto, ON*

- Public Relations Certificate

1990–1991 *American Academy of Dramatic Arts* *New York, NY*

- Theatrical training including voice, movement and scene work

Interests

Theatre, dancing, singing, movies

References

Available on request