

# Brooke Schidowka

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## Education

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### Bachelor of Arts with Honours in Law, Justice, and Society

Dalhousie University, Halifax, NS

2019 - 2023

- CGPA: 3.8

## Skills

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### Technical

- Microsoft Suite (Excel, Word, PowerPoint, Teams)
- Adobe Suite (InDesign, Acrobat)
- Social Media Ads (Instagram, TikTok, Snapchat, YouTube)
- Video Editing and Conferencing Software (iMovie, Zoom, Google Meet)
- CMS- Craft
- HubSpot

### Personal

- **Organization and time management** demonstrated through successfully balancing and excelling multiple commitments simultaneously.
- **Strong communication** demonstrated through relationships and effectively articulating information in public speaking experiences.
- **Fast and adaptive learner**, demonstrated through working within fast-paced environments and problem solving quickly and effectively

## Work Experience

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### Business Attraction Marketing and Communications Intern

Halifax Partnership, Halifax NS

2023- present

- Develop, write, and implement marketing and communications plans and content for FDI programs and initiatives.
- Coordinate and manage quarterly tracking and reporting to over **100 investors**, while helping build relationships with FDI prospects and partners.
- Create and develop engaging written content for investor retention and B2B/B2C FDI leads, including high level federal and provincial clientele.

### Certified Personal Trainer

The YMCA, Halifax, NS

2022-2023

- Develop safe and effective exercise routines for a diverse clientele of **over 12** individuals that successfully allows them to reach their health and fitness goals.
- Analyze and research various information sources to adapt to the needs of each individual client and strive for continuous learning.
- Establish strong trust between clients through strong communication and interpersonal skills that have built client loyalty for **over 10 months**.

### **Society Co- Founder**

Dalhousie University Girls That Lift

2022-2023

- Lead and manage an executive team to effectively perform their assigned tasks, producing **over 12** engaging society events, developing, and producing a brand image through social media campaigns, successfully growing social channels to **600+** followers, and allocating **over \$500** in funding to host subsidized initiatives for Dalhousie students.

### **Recruitment and Volunteer Services Assistant Manager**

Shelter Movers Nova Scotia, Halifax, NS

2022

- Considered an asset to the organization's growth, demonstrated by a promotion from summer student intern to salary employee.
- Designed and implemented marketing campaigns through print ads, social media, and MailChimp that effectively **increased** the organization's volunteer base **by 40%**.
- Planned and hosted volunteer events through booking venues, arranging invites, and allocating funds which promoted volunteer engagement and participation.
- Developed and maintained community partnerships between **over 10** local businesses and institutions through arranging meetings and pitching the organization's mission resulting in organization growth.

### **Peer Well-being Student Engagement Assistant**

Dalhousie University, Halifax, NS

2021-2022

- Organized and implemented **over 20** engaging programming and campaigns that effectively educated students and promoted mental and sexual health resources on campus.

### **Student Engagement Coordinator**

Dalhousie University

2021-2022

- Processed and responded to **100+** virtual student inquiries through an online chat software and constructively answered their questions in an informative and timely manner.

## **Extracurricular and Volunteer Experience**

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### **Student Placement**

East Coast Prison Justice Society, Halifax NS

2023

- Manage a phone service for incarcerated individuals to voice their human rights violations to receive legal aid in a demanding and time sensitive environment while maintaining a high level of confidentiality.

### **Executive Society Member**

Dalhousie University Law, Justice, and Society Committee

2021-2022

- Critically analyzed and summarized committee figures and statistics, resulting in productive instruction and guidance for committee stability and growth.

### **After School Program Leader**

St. George's Youth Net, Halifax NS

2020-2022

- Supervised and led an educational after school program for at-risk youth that ensure their safety and well-being during otherwise unsupervised hours.