

LILIAN MICHEL

ABOUT ME

I am a fourth-year business student at the Lazaridis School of Business, seeking to gain marketing experience. Noted for working well in team settings, being highly driven and having exceptional attention to detail. My international background fosters open-mindedness and enables me to bring creative perspectives to my work. I believe that collaboration yields superior outcomes.

PROFESSIONAL EXPERIENCE

TWINDRIVEN
CO-FOUNDER & PUBLISHED PHOTOGRAPHER

SEP 2020 – CURRENT
TORONTO, ON / NICE, FR

- Founded an automotive photography business that offers content creation services for companies and individuals
- Built a strong network of clients comprised of events, repair shops, collections, and individuals
- Created and managed the business' social media accounts and organically gained over 500 Instagram followers
- Contracted for the *2022 Gumball 3000 Rally* launch in Toronto to create digital content
- Published in *Motor Authority*, *MotoriOnline*, *PistonHeads.com*, and *AutoCar UK*

CLEANTWINS
CO-FOUNDER & STAFF

MAY – JUL 2020
TORONTO, ON


- Launched and operated a mobile car detailing service
- Provided services to 40+ clients and gained over \$4.5k in total profits
- Organized financial statements, inventory, and weekly schedules
- Developed a robust pool of customers and built strong teamwork and relationship skills


EXPERIENTIAL LEARNING

REAL-WORLD EXPERIENCES ACHIEVED DURING BBA
WILFRID LAURIER UNIVERSITY

CURRENT
WATERLOO, ON

- Worked with the following companies to enhance their brands, provide recommendations, and apply marketing best practices. (*ongoing)
 - **TD LAB* – Conducting marketing research to provide support to TD
 - **Conestoga Meats* – Creating a full social media plan to implement
 - **Cart2Curb* – Creating a B2B marketing plan
 - *Dare Foods* – Performed a complete brand audit and provided insights

 236 Burnett Avenue, North York,
ON M2N 1V8

 (647) 545-3311

 lilianm2001@gmail.com

 [linkedin.com/in/lilian-colin-michel](https://www.linkedin.com/in/lilian-colin-michel)

EDUCATION

HONOURS BACHELOR OF BUSINESS
ADMINISTRATION – CONCENTRATION
IN MARKETING (90+ Entrance Scholarship)
Wilfrid Laurier University
2019-2022

INTERNATIONAL BACCALAUREATE
Toronto French School
2015-2019

LANGUAGES

FRENCH: Native

ENGLISH: Native

HARD SKILLS

Microsoft Office Suite
Adobe Lightroom Classic
Adobe Photoshop
Adobe Premiere Pro
Adobe Illustrator
Social Media Marketing
Hootsuite Social Media Certified

SOFT SKILLS

Creativity
Critical Thinking
Teamwork
Flexibility
Communication
Organization
Problem-Solving