

# ALIA KUSMIN

public relations • marketing • events

## ABOUT ME

Passionate and driven public relations professional with a strong interest in design and brand image. Seeking new challenges in a creative, collaborative work environment that values innovation and teamwork.

## EDUCATION

2021 - 2024 • University of Ottawa

**Honours Bachelor of Public Relations**

2018 - 2020 • Algonquin College

**Hotel & Restaurant Management Diploma**

2010 - 2013 • Tallinn Industrial Education Centre

**Tailor-Stylist Certificate**

## SKILLS

Brand Development • Advertising • Marketing •  
Content Creation • Adobe Creative Suite  
• Microsoft Office • SMO • Graphic Design •  
Event Planning & Management

Team Leadership • Health & Safety • Loss  
prevention • KPI control • Inventory • Payroll •  
Recruitment • Staff Training • Performance  
Evaluation • Scheduling • Budgeting

## EMPLOYMENT

Apr '25

**Social Media Account Manager**

OMG Social Media Agency

Apr '24

**Junior Marketing Manager**

BLACKBOOK Lifestyle

2024 - 2025

**Social Media Manager**

MixBloom

Jan-Apr '24

**Brand Marketing Intern**

Transformers Academy

2020-2023

**Hospitality & Marketing Manager**

Ottawa Tennis and Lawn Bowling Club

2020-2021 **General Manager**

2017-2018

**Store Manager**

Gymboree Group

2014-2016

**Banquet Team Leader**

Manchester Convention Complex

2013-2014

**Assistant Manager**

Calla Bridal Boutique