

# 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

**Apr '24     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