



Allie Meeres

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Bachelor of Business Administration, BCIT



Leading creative change to build value for businesses

Allie (a-le): An enthusiastic, forward-looking individual with outstanding oral and written communication skills, I have a passion for integrated marketing and strategic planning, and lead creative change to build value for businesses.

Career Experience

Marketing Specialist Great Bear Resources 11/2013-05/2014

Created communications materials, including branding elements and a PowerPoint presentation, for investors, technical, and other audiences.

"Allie helped us research and create marketing material that matched the high quality and effectiveness typically associated with large, multinational companies. She has a professional demeanor and attention to detail that earmarks her for ongoing success, and is uniquely capable of handling responsibilities well beyond her years." - Chris Taylor, CEO, Great Bear Resources

Conference Coordinator The Globe Group 09/2013-05/2014

GLOBE 2014 marked the 13th event in one of the world's largest conferences dedicated to the business of the environment. Managed 200+ speakers, thousands of international delegates and media.

"Allie was a tremendous asset in making the recent GLOBE 2014 Conference such a great success. She worked long hours and was diligent in resolving issues. She will be an asset to any organization concerned with stakeholder relations and dealing with clients and community groups." - Frank Carne, Senior Advisor, The GLOBE Group

Industry Education Liaison Northwest Community College School of Exploration & Mining 06/2014-01/2015

Worked to broaden the relationship between industry, communities and SEM that lead to collaborative programs, contracts for training, and industry sponsorship.

"Allie brings a positive energy that is infectious to her team members. She is very driven, takes initiative naturally and always delivers. She brings an organized and thoughtful approach to her work and is one of the most reliable people I have ever worked with. As the Director of the School of Exploration and Mining, my only regret in working with Allie is not being able to retain her! She would be an asset to any team and I look forward to following her great accomplishments as her career develops." - Danielle Smyth, Regional Project Director, Ministry of Energy and Mines

Manager, Marketing & Communications The Association for Mineral Exploration BC 01/2015-Present

I work to design and implement the AME Marketing Plan, Communications Framework and manage the AME brand. I am responsible for the website, all aspects of social media, and developing and assisting communications pieces covering a variety of mineral exploration topics. Finally, I work to support the Mineral Exploration Roundup team in all areas of marketing to execute a successful Mineral Exploration Roundup conference. Over the past year I have led AME through a rebrand and championed several new marketing initiatives.

By the Numbers

- 1 Year spent leading my current organization through a strategic re-brand, including brand model and visual language
- 7 Scholarships I received during my post-secondary education
- 8 Professional Adobe Suite and Word programs I am skilled at using
- 144 Organic news stories created from a recent PR campaign I led
- 5,500+ Delegates driven to our recent Roundup 2016 conference as a result of our team's marketing efforts
- \$1M I helped raise for BC Children's Hospital Jeans Day™ campaign as an intern in charge of advertising

Achievements

- Competitive Irish Dancer for 10+ years; performed in the Vancouver 2010 Olympic qualifying ceremonies, for the Queen, and with the VSO. "Through my 10+ years of teaching Alex Irish dance which includes teaching with her, I have found her to be one of the most positive, reliable and focused hard workers that has ever come through my dance school." - Nora Pickett, Founder of Nora Pickett Irish Dance Academy
- Avid runner, completed my first marathon in Portland this past October
- Graduated with honours from BCIT for both Degree and Diploma programs; BBA Graduating Scholarship recipient
- Studied international business at Le Pôle Universitaire Léonard de Vinci in Paris, France for five months as part of the BCIT Bachelor of Business Administration exchange program
- Graduate of the Minerva Foundation's Women Leading the Way™ program
- Keen volunteer as part of BC Children's Hospital's Child Life program and BCIT BBA Advisory Council Member