

AELEA SEMENOWICH

aelea@wandertowonder.ca - 1-204-952-5675
880 Grosvenor Ave, Winnipeg, Manitoba R3M 0N3

SUMMARY OF SKILLS

- Positive •Creative •Organized •Collaborative •Action Oriented •Confident + Articulate Communicator •Content Creator
- Engaging Public Speaker •Auditory Digital (NLP Representational System) •Enneagram Type 1

PASSIONS

- Social Good •Photo Styling •Expressive Writing •Yoga •Empowering Women •Faith •Cultivating Creativity + Inspiration •Leading an Ethical Lifestyle • Synergistic Collaborations •Wholehearted Living •Coaching + Seeing Others Succeed

EDUCATION

Holy Yoga (2018)

225-Holy Yoga Instructor

Rayner Institute (2017)

Self-Actualized Life Coach & Mentor

The Academy of Broadcasting (2007)

Broadcasting for Radio & Television

PROFESSIONAL EXPERIENCE

WellCurated Creative Agency

Copywriter/Stylist/Social Media Strategist

July 2017 – current

WellCurated Creative Agency is a boutique creative agency that specializes in virtual assistance, marketing services and education for creative entrepreneurs.

- Research, write and schedule topic and client specific blog posts on WordPress and Squarespace, including scheduling coordinating promotional social media content.
- Create newsletter sales funnels including the copywriting of content for freebie, lead page, all newsletters (including creating the funnel in Mailchimp) and sales page.
- Write ‘New Client Guides’ for to send to client inquiries including content about himself or herself as a photographer, experience expectations, pricing and packages and more to client specifications.
- Write and create online courses for sale in Teachable including the writing of course content, inputting into Teachable platform, scheduling drip and creating course emails.
- Copywriting for websites, interviews and reviews and various additional platforms as defined by client needs.
- Manage and curate Instagram accounts including sourcing or creating images, curating a beautiful feed, writing engaging captions in line with brand and client voicing, engaging on behalf of the client, tracking insights and results and modifying strategies based on performance.
- Photo styling for client branding and product photo shoots.
- Content creation and facilitation for our ‘Flat Lay Like A Pro’ and ‘Curated Grid’ workshops
- Public speaking at conferences on behalf of WellCurated Creative Agency.
- Client care management duties including weekly check-ins with clients to ensure marketing plans are on schedule, deadlines are being met and to implement new tasks based on client needs.
- Ambassadorship and Instagram takeovers promoting businesses over Instagram stories through engaging and authentic experiences and enticing imagery.
- Creation of Employee Handbook highlighting policy and procedures for all WellCurated Creative Agency employees.

Jenna Rae Cakes

Marketing and Communications Assistant

February 2015 - current

Jenna Rae Cakes is a boutique bakery specializing in sweet treats and beautifully designed cakes. I have been blessed to grow within the company as the company has grown, starting off as a baker, then head baker, and now working in marketing and communications.

- Instagram customer relations including responding to direct messages and comments to build customer loyalty.
- Create engaging and on-brand Instagram stories that show a behind the scenes look at our production and staff.
- Write and schedule weekly blog posts on Word Press and coordinating newsletters in Mailchimp.
- Create and execute seasonal pre-order marketing plans including the scheduling of all products on WordPress website, newsletter campaign, coordinating blog posts and Instagram stories.
- Create Instagram giveaway campaigns to build brand awareness and loyalty.
- Open communication with unsatisfied customers to resolve issues and enhance client experience.
- Previous, relevant work history at Jenna Rae Cakes includes the creation of the employee Handbook, Flavour Guide binders on all menu items for consistency and quality, training schedule and guides, as well as content for JennaRaeCakes.com website.

VOLUNTEER WORK

Live Different

- Team Leader in Dominican Republic & Thailand

Free2Run

- Ambassador

Oasis Community Church

- Baking Team + Guest Services