

Olivia Nowek

B-5011 Bella Vista Rd
Vernon, BC
250-550-0199
olivia_nowek@live.com

‘Combining my passion, education and experience in the Tourism Industry into a rewarding and successful career.’

SUMMARY

Highly motivated, experienced tourism marketing professional who thrives in a fast-paced, dynamic work environment. Proven ability to create memorable and authentic tourist experiences by delivering thoughtful, innovative and effective marketing. Results driven and goal-orientated, I will bring passion, knowledge and enthusiasm to work for your business.

HIGHLIGHTS

- Directed a highly successful re-branding at Planet Bee Honey Farm which saw increased engagement, satisfaction and volume of visitors to the farm.
- Experience managing teams and projects across multiple sectors of the tourism industry - particular emphasis on agri-tourism and wine tourism.
- Extensive knowledge of the North Okanagan and Vernon regions, businesses.

EXPERIENCE

Manager of Sales & Marketing, Planet Bee Honey Farm, Vernon BC

2016 May to November & January 2018 - present

-Design and coordinate a comprehensive re-branding which includes product packaging, print and digital advertising, social media, and property upgrades.

-Implement a successful social media marketing plan which increases engagement and visitor satisfaction.

-Work closely and collaboratively with other departments to assist as needed, engage in industry training, and develop working relationships with regional and local DMOs.

**Cellar Door Sales & Marketing Manager, Unison Vineyard, Hastings, New Zealand
2017 Feb - 2017 September**

- Ensured an exceptional visitor experience, presented wine tastings to visitors.
- Managed company social media, e-newsletter, website and wine club.

**Wine Shop Manager & Office Assistant, Unsworth Vineyards, Mill Bay B.C
2014 - 2016**

- Responsible for the day to day operation and success of the wine shop.
- Coordinated group tours & directed the one-site educational displays and tour programs.
- Assisted with marketing; online and print media design and production.
- Office accounting duties such as sales reports, A/R, orders, stock transfers.
- Worked as part of a small team, co-ordinating with restaurant staff to deliver memorable on-site events.

**Brand & Marketing Consultant, Planet Bee Honey Farm, Vernon BC
2015**

- Project lead on a re-branding and re-packaging initiative for honey wine product
- Consulted on business development strategy and ad design services.

**Consultant, BC DMO Association
2014**

- Consulted with the BC DMO Association to deliver a 30 page report analyzing various governance models.
- Interviewed key industry experts from organizations such as Destination BC, Tourism Kelowna, and TIABC.

**Wine Consultant, Everything Wine, Victoria BC
2013 - 2014**

- Assisted customers in making wine selections; delivered friendly, knowledgeable service.

**Customer Service Cashier, Nature's Fare Markets, Kelowna BC
2009 - 2013**

- Developed a wealth of product knowledge, assisting customers in a timely and professional manner.
- Trained new employees, built lasting customer relationships.

**Wine Shop Associate & Tour Guide, Summerhill Winery, Kelowna BC
2012**

- Delivered personalized, friendly wine tastings
- Guided tours for groups up to 50 people

**Customer Service & Educational Tour Guide, Planet Bee Honey Farm, Vernon BC
2005 - 2008**

- Learned what makes a memorable visitor experience from a young age.
- Gained confidence in speaking to large groups of people.

EDUCATION

Master of Arts - Tourism Management 2014

Royal Roads University - Victoria BC

Bachelor of Arts - Geography 2013

UBC Okanagan - Kelowna BC

High School Diploma 2008

Pleasant Valley Secondary School - Armstrong BC

CERTIFICATES / TRAINING

Workplace First Aid Level 1: St. John's Ambulance, New Zealand (2017)

SKILLS

Digital Marketing Software: Wordpress (websites, blogs), Squarespace (websites), Hootsuite, Instagram, Facebook, Adobe Suite (photo editing, ad creation), Microsoft Office Suite (presentations & reports).

Written & Verbal Communication: Public Speaking & Professional Presentations, Tourism Blogging, Researching, Academic Writing, Publishing Professional Reports.

Project & Event Management: Consulting & Research Papers, On-Site Events, Tour Groups and Educational Programs.

REFERENCES

Martin Henderson, General Manager, Planet Bee Honey Farm.....**250-542-8088**

Dr. Geoffrey Bird, Director, School of Tourism & Hospitality at Royal Roads University
.....**250-391-2600 (ext. 4179)**

Tim Turyk, owner/proprietor, Unsworth Vineyards.....**250-929-2292**

WRITTEN REFERENCES

Available upon request