

KAREN CLICHE

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ON

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SUMMARY

A bilingual marketing and communications professional with proven expertise as the customer-interface on consumer products for leading brands such as Ford Canada. Able to draw on strong social and communications skills from a 20+ year career in TV/Film/Voice work. Experienced within public relations as the spokesperson for various consumer products, representing brands at trade shows, live television and commercials. Proven skills in account management by sourcing and securing net-new business.

EXPERIENCE

CINCO, 2015 -Present Brand Ambassador

- Represented key brands such as Ford Canada and Tennis Canada at major media events across the GTA.
- Acted as the on-site Brand Ambassador responsible for engaging the consumer direct with the product via interactive marketing activations.
- Recognized as a lead customer service representative due to positive feedback scores and by securing a high volume of unique interactions and demonstrating in-depth knowledge of the product.

iLEVEL MANAGEMENT, 2015 – Present Customer Service Representative

- Appointed by iLevel Management to be their on-site customer service representative for Aurium Pharma Inc. to market their line of health foods and health products at industry trade shows in the GTA.

ACTRESS, CEO of BLUE DAISY PRODUCTIONS INC., 1997-present Professional actress in TV/film/Radio-voice.

- Series lead in 7 TV shows, as well as movies, commercials, corporate videos, hosting and public speaking engagements.

VILLAGE LIVING MAGAZINE, 2013-2014 Advertising Account Executive

- Solicited new accounts and maintained customer service for bimonthly magazine print advertisement and online banner ads.

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COOLA Organic Suncare, (United States) 2011

Recruited to Coola as their first Canadian based National Sales Rep/Account Executive. Spokesperson for the brand and represented the product on national TV. Maintained existing accounts and secured new retail customer acquisition as well as major spas/franchises.

EDUCATION

George Brown Continuing Education. Successfully completed Wines 1 and New World Wines.

Concordia University: completed one semester in Psychology before moving to U.S/Europe.

Dawson College: Graduated in Social Sciences with a minor in Women's Studies.

VOLUNTEER WORK

WSPA - World Society for Protection for Animals – 2006

Montreal Women's Centre – advocacy work

Local Community Representative

INTERESTS

Cooking, yoga, nature conservatism, travel