

Lesalichuk

Clifton, Bristol 07800601015 lesalichuk@hotmail.com
www.lesalichuk.com

***Fiercely intelligent, creative, dynamic, and tenacious Canadian professional with strong work ethic. Three years left on UK Ancestry visa, so can commit to long term roles.**

Most Recent Role

Contact Database Project Officer-Skills for Health (Marketing & Communications Team)

- Project lead for a pilot programme to construct a centralized national database by liaising with key stakeholders UK-wide
- Liaised with Regional Directors and numerous external contacts to gather feedback and establish needs
- Used initiative to identify new contacts sources to expand target audience
- Created a system to sort and compile data and research
- Sourced possible long term database solutions to track internal and external communications
- Drafted regular reports to senior level staff to ensure the ever-evolving project remit achieved
- Identified and escalated short-term and long-term issues requiring further action
- Filtered and formatted contacts from all regions/countries into consistent, usable template

UK Work Experience-All Temporary Roles

<u>E3 Media</u>	Receptionist	Dec 09
<u>Buiding Design Partnership</u>	Receptionist	Oct 09-Dec 09
<u>Bristol City Council-SEN</u>	Admin Assistant	Aug 09-Oct 09
<u>University of Bristol-Med+Dentistry</u>	Admin Assistant	July 09
<u>University of Bristol-TLHP Office</u>	Exec Assistant	May09-June 09
<u>Bristol City Council-CYPS</u>	Team PA	April –May 09
<u>NHS-Public Health</u>	Team PA	Nov 08-Mar 09
<u>BPP Professional Education</u>	Admin Assistant	Sept 08-Nov 08
<u>BSDS-NHS</u>	Receptionist Bristol	August 08

- ☐ Pro-Active, deadline drive with self motivation and a 'can-do' approach to business
- ☐ Effective written and oral communicator – internal and external
- ☐ Dealt with sensitive and highly confidential records and situations
- ☐ Ownership and management of busy workload
- ☐ Experience working as executive assistant and team PA for senior managers
- ☐ PC literate – ability to use Microsoft Outlook, Word, PowerPoint, Publisher and Excel
- ☐ Used my initiative to create efficient systems for office duties and programs to improve efficiency
- ☐ Able to learn new software and filing systems quickly to hit the ground running
- ☐ Diary and database management
- ☐ Planning events & training-sourcing venues, booking catering & equipment & mail merges
- ☐ Fast and accurate drafting and typing of correspondence--reports, letters and press releases
- ☐ Travel arrangements rail, hotel, and car hire
- ☐ Responsible for petty cash as well as payment and tracking of invoices and expenses

Lesa Lichuk

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Canadian Skills and Qualifications:

Events Experience

Telus	Channel Marketing Rep	Calgary,AB	Mar 2005-Sept 2005
Decade 90 Exclusive Events	Event Planner	Calgary,AB	May 2003-Aug 2003
EZ Rock 104.9	Presenter/Events Rep	Edmonton,AB	May 2001-July 2002

- ☐ Sourced, researched and written stories for the press, radio and web
- ☐ Produced press releases, media kits, newspaper adverts, business letters, leaflets and website
- ☐ Successfully dealt with reactive press and media enquiries
- ☐ Built and maintained strong working relationships with print and broadcast media
- ☐ Engaged with various key stakeholders, and project managers to effectively report on various project updates
- ☐ Organised, budgeted and scheduled promotions, events and community initiatives
- ☐ Responsible for all aspects of event management, including site selection, contract negotiation, production of materials, database management and on-site management
- ☐ Conducted financial reporting; monitoring spend to deliver surplus
- ☐ Created customised and targeted newsletters, brochures, media kits, news releases, and letters

Advertising, PR, and Journalism Experience

CHAT TV	Reporter	Medicine Hat,AB	Feb 2007-Mar 2007
103.5 The Core	Reporter	Calgary,AB	Sept 2006-April 2007
EZ Rock 104.9	Presenter/Events Rep	Edmonton,AB	May 2001-July 2002
Country 95/93.3 The Hawk	Presenter/Sales	Lethbridge,AB	Jan 2000-Jan 2001
93.3 CJOK/KYX 98	Presenter	Fort McMurray,AB	Apr 1998-June 1999
CJXX AM	Presenter	Grande Prairie,AB	Jan 1997-Mar 1998

- ☐ Sourced, researched and developed stories for radio, newspaper, web and radio
- ☐ Created press releases, media kits, newspaper ads, business letters, leaflets, and website
- ☐ Writing of innovative radio and television ads for clients
- ☐ Organisation, budgeting and scheduling of promotions, station events, and community initiatives
- ☐ Presented radio shows on various formats-Rock, Pop, Country, Easy-listening, and talk show
- ☐ Interviewed and presented own weekly music magazine show
- ☐ Live on-location broadcasts, public appearances and emcee duties

Work Experience Listing By Date: (Various Cities AB-Alberta, Canada)

CHAT TV	Reporter	Medicine Hat,AB	Feb 2007-Mar 2007
103.5 The Core	Reporter	Calgary,AB	Sept 2006-April 2007
Telus	Channel Marketing Rep	Calgary,AB	Mar 2005-Sept 2005
Consumer Impact Marketing	Promotions Rep	Calgary,AB	Nov 2004-Jan 2005
Decade 90 Exclusive Events	Event Planner	Calgary,AB	May 2003-Aug 2003
The Peak 107.3/Q107	Presenter	Calgary,AB	Aug 2004-Mar 2003
EZ Rock 104.9	Presenter/Events Rep	Edmonton,AB	May 2001-July 2002
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Education

Cinema, Television Stage & Radio Diploma

Southern Alberta Institute of Technology

Calgary, Alberta, CANADA

-Equivalent to a B-TECH-Includes researching, writing and presenting radio and news broadcasts, drama, creative writing, and communications training, team-building and organizational behavior management.

Advertising & Public Relations Diploma

Lethbridge College

Lethbridge, Alberta, CANADA

-Equivalent to a B-TECH-Training includes event planning, researching and writing of newspaper articles, selling of ad space via face to face interaction, media kits and press releases, marketing, & graphic design

Radio & Television Arts Diploma

Northern Alberta Institute of Technology

Edmonton, Alberta, CANADA

Equivalent to a B-TECH-Training included marketing and promotions skills and along with creative writing

Advanced High School Diploma

Two Hills High School

Two Hills, Alberta, CANADA

Equivalent to 5 A-Levels-Math, Chemistry, Biology, English, History and 12 GCSE's

Volunteer Skills and Experience

The Southern Alberta Epilepsy Association (S.A.E.A.)

- ▣ Developed a promotional campaign including: new logo, posters, research study, and media kit
- ▣ Created awareness strategies including—presentations to local schools and community groups to help dispel myths about epilepsy, creation of videos by local TV station to promote S.A.E.A., and development of alliances with other organizations

Kidsport

- ▣ Designed and created a website for the society <http://kidsport.drhd.com>

The Rainbow Society of Alberta

- ▣ Member of communications committee—included creating client profile, plus radio & TV commercials

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My career started in 1996, when I completed the two year Radio and Television Diploma program at the Northern Alberta Institute of Technology in Edmonton, Alberta, Canada.

In 1997, I landed my first radio job presenting at a station in Grande Prairie, Alberta, Canada. I then furthered my career by taking presenting roles in Fort McMurray and Medicine Hat, Alberta Canada.

Throughout my radio career, I found myself “trading hats”...from news to promotions to sales, to presenting. To combine all of my industry experience, I decided to continue my education at Lethbridge College.

I became the only person to ever complete the two-year Advertising and Public Relations Diploma in only one-year. The focus of this program is newspaper writing and media relations, and as a result I attained a more comprehensive view of the media industry.

Next, I joined the team at EZ Rock 104.9 FM in Edmonton, Alberta, Canada in May 2001. I was hired as a presenter/community relations representative for the radio station. My key responsibilities were relationship building and doing live broadcasts.

In May 2003, I moved to Calgary, Alberta, Canada to work for 96.9 JACK-FM to cover all the events in the city. Then in August 2003, I was hired away by a competitor to be a presenter with The Peak 107.3 in Calgary.

In 2005, I enrolled in the Broadcast News program at SAIT in Calgary, Alberta, Canada. This included two years of hands-on experience writing and reading radio bulletins, cutting clips, and doing live reports. TV reporting, production and anchoring of live shows is also core to this program.

I developed skills of sourcing and developing story ideas. Completion of a one-month TV reporting practical at CHAT 6/3 TV in Medicine Hat, Alberta, Canada was mandatory. I covered all types of stories....politics...sport...community events, etc.

I moved to Bristol in March 2008. I've completed the National Council of Training Journalists Media Law Certificate Program with distinction. I am in the UK on a five-year UK Ancestry Visa, which allows me to work without restriction. You can discover more about me by via my website www.lesalichuk.com.

Canadian Educational Reference Websites:

Northern Alberta Institute of Technology

(<http://www.nait.ca/13699.htm>)

Lethbridge College

http://www.lethbridgecollege.ab.ca/index.php?option=com_content&task=view&id=120&Itemid=165

Southern Alberta Institute of Technology

<http://sait.ca/pages/cometosait/academic/diplomas/artbn.shtml>