

# MICHELLE SOMMERS: DEVELOPING HER MARKETING STRATEGY

**JOB POSTING:**  
**Summer Administrative Assistant**  
**Toronto Artscape Inc.**

*Responsibilities:*

- Customer service: handle requests for information and deal with issues
- Assist in marketing and advertising projects
- Order and maintain office supplies/equipment
- General clerical and reception duties

*Qualifications:*

- Computer literate in MS Office programs
- Strong organizational and interpersonal skills
- Strong communication (written and verbal) skills
- Pleasant phone manner

Apply to: Ms. Catherine Brown  
 700 Davenport Rd., Toronto M2L 1E4, cbrown@artscape.ca

**COMPANY INFORMATION, gathered from Michelle’s research:**

Toronto Artscape is a non-profit organization that promotes the work of local artists and creates space for art, while building communities and revitalizing neighbourhoods. Artscape’s portfolio boasts an array of unique properties which provide live/work studios to professional artists and non-profit arts organizations.

Artscape also manages Gibraltar Point Centre for the Arts, which includes a Retreat Centre, Artscape Lodge, long-term artist work space and a fully funded Artists Residency Program in the Toronto Islands.

**CREATING HER MATCH:**  
 Michelle extracts 3-5 key skills that employer seeks using job posting and own research

Skills & Experiences Sought by Employer	Michelle Sommers’ Experiences
Customer service	Sales Associate at Club Monaco (‘Employee of the Month’, exceeded sales goals)
Marketing & Advertising projects	Gallery Assistant (helped to advertise exhibitions), Class Representative (promoted social outings)
Administrative & Clerical duties	Co-op Term at ABC Accounting (receptionist, data-entry), Gallery Assistant at Blackwood (clerical duties)
Computer literacy (MS Office)	Co-op Term ABC Accounting, school essays and projects (using Word, Excel and PowerPoint)
Strong Organizational and Communication skills	Gallery Assistant (develop and manage seasonal exhibitions), Class Rep (initiated & organized activities)
Bonus: Art background	Art and Art History student and gallery experience

**CREATING HER MATCH:**  
 Michelle documents corresponding examples of situations where she has demonstrated the required skills