

Joana Milcheva

MARKETING LEADER AND STRATEGIST

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Strong and resourceful marketer with demonstrated experience in spearheading technological innovation and change in a highly matrixed corporate B2B environment. Motivated to drive results and synergies, I have partnered with stakeholders at multiple levels, departments and geographies to implement a client-centric and content-driven approach focused on marketing solutions. With an entrepreneurial spirit and a passion for storytelling, I bring my creativity and curiosity to the corporate world.

Citizenships:  

Languages: Fluent in   

Advanced in 

Intermediate in   

INDUSTRY EXPERTISE

- Business development
- Technology disruption and digital transformation
- Integrated marketing and communications
- Brand identity and positioning
- Product launches and campaign deployment
- Content strategy, advertisement, PR, social media, and events
- Mergers and acquisitions (M&A)
- Operations management
- Workplace strategy and internal engagement
- Budget consolidation

SKILLS & QUALIFICATIONS

- Reliable leader with driven work ethic
- Strong negotiator able to build strategic relationships
- Knowledgeable about institutional change management
- Proactive and confident collaborator in team environment
- Critical and analytical thinker able to manage tight deadlines, prioritize issues, and efficiently delegate responsibilities
- Organized project manager with a strong sense of initiative
- Skilled in leading employee onboarding programs and training
- Well-versed speaker with solid presentation skills
- Proficient in using Adobe CC, AEM and MS Office applications

PROFESSIONAL EXPERIENCE

JLL (Jones Lang LaSalle Real Estate Services, Inc.)

Toronto, Canada

Senior Associate (Director, Geo-Marketing), National Marketing

January 2018 – Present

- Working with team of 7 national marketing professionals to lead JLL's digital transformation initiative in Canada while advising a team of 40 regional marketers on local roll-out of campaign across multiple industries
- Leading JLL's integrated brand marketing campaign and strategy for all lines of business in Canada and devising multiple touch-point communications while ensuring brand uniformity and liaising with Americas marketing team
- Managing large-scale internal and external industry-specific events and sponsorships across Canada
- Collaborating with all Operations departments (Finance, Human Resources, Legal, Office Services, Research, IT) on a regular basis to smooth carrying out of internal protocols, communications, events and employee engagement initiatives
- Representing JLL Canada at regular international conferences and presenting Canadian initiatives to Americas leadership
- Led the marketing, PR and communications components of two large-scale acquisitions (Northwest Atlantic Inc. and Raymond Chabot Grant Thornton) while liaising with target companies, Canadian operations and US PR and legal teams
- Directed post-acquisition marketing integration program for a team of 45 brokerage professionals
- Selected for the inaugural class of JLL's Marketing Leadership Development Program among 300 marketing professionals
- Obtained supervisory role of direct report in Montreal who works on bilingual (English-French) content and communications
- Achieved P3 management level and "Director, Geo-Marketing" internal position

Graphic Designer, National Marketing

November 2016 – January 2018

- Launched new global brand and visual identity in eight Canadian offices while liaising with local and Americas teams
- Led post brand launch national marketing transition and training program for 1,300 staff
- Took responsibility of national team initiatives in absence of team lead over the period 3 months
- Introduced and coordinated the design, content and creation of national sales materials presenting each line of business
- Took charge of national internal communications for all operations departments
- Won Best of Americas Marketing (BAM) Award for creating a cross-border and cross-business marketing piece



Toronto Business Development Centre (TBDC)

Toronto, Canada

Marketing & Communications Coordinator

August 2016 – November 2016

- Developed, deployed and managed marketing initiatives in accordance with new business development programs
- Monitored and analyzed website metrics to enhance marketing campaigns and client retention
- Managed content on TBDC website as required, trained staff on back-end updating processes

Marketing & Communications Assistant – Internship

June 2015 – December 2015

- Piloted multiple projects simultaneously while collaborating closely with entrepreneurs and start-up companies
- Delivered performance and progress reports and presentations to management team
- Managed internal and external communications via multiple channels, wrote press releases and newsletters
- Restructured marketing strategy through emphasis on visual storytelling
- Filmed and post-produced videos of 25 “Success Story” interviews with successful entrepreneurs
- Redesigned and optimized company website to reflect current market and visual trends
- Organized large-scale event for 25th anniversary of company, and designed and published anniversary booklet
- Conducted start-up market research and presented detailed result analysis to Toronto Public Library management team



iZart Photography & Design

Toronto, Canada

Freelance Designer

March 2010 – November 2016

- Advised clients on branding, identity creation, enhancing user experience and establishing a stronger market presence
- Tailored step-by-step strategies to attract more business via online and print advertisement
- Designed websites, logos, posters, ads, brochures and newsletters
- Led photoshoots and video shoots to acquire needed visuals for advertising materials
- Worked with businesses from the medical, academic, entrepreneurial and entertainment industries
- Authored photo books “Lilkovo: The Rhodope Magic of Bulgaria” and “The Streets of Seville”



University of Toronto

Toronto, Canada / Seville, Spain

On-Site Assistant – Summer Abroad Program (Seville, Spain)

February 2016 – August 2016

- Ensured all logistical arrangements of program proceeded as planned and supervised students during all program trips
- Organized extracurricular activities for a group of 50 students on a weekly basis
- Created a weekly newsletter to keep students up to date with current cultural events in Seville
- Assisted instructors with two courses: “Introduction to the Hispanic World” and “Introduction to the Spanish Language”
- Facilitated the resolution of non-academic issues with students while liaising with Summer Abroad Office in Toronto
- Acted as the main point of contact between the student residence in Seville and the student group from Toronto
- Interpreted from and to Spanish in emergency situations

Teaching Assistant – Beginners’ Spanish

September 2015 – May 2016

- Planned and delivered lessons twice per week to two groups of 25 students to supplement and practice lecture material
- Developed teaching materials such as visual aids, group activities, and extra notes to enhance language learning
- Ensured class engagement and participation through the application of varied teaching techniques
- Evaluated students’ active participation on a daily basis and graded their midterm and final examinations

Office Administrator – Part-time positions

Multiple companies, Toronto, Canada

2006 – 2014

- Multitasked effectively in a dynamic and fast-paced environment, trained new employees regularly
- Communicated with clients and professionals from various fields to ensure prompt service
- Sustained and organized paper and digital file databases, accepted payments and coordinated itineraries

VOLUNTEER EXPERIENCE



University of Toronto

Toronto, Canada

Founder and Editor-in-Chief – Palabra & Voz Magazine

September 2014 – June 2015

- Initiated project with support from the Department of Spanish & Portuguese
- Gathered a tight-knit team of editors and collaborated on collecting, editing, and curating materials for upcoming publications as well as presence on social media
- Created visual identity for digital magazine, including website, logo, posters and other content

Vice President, Production Executive – University of Toronto Television (UTTV)

January 2012 – December 2013

- Oversaw all aspects of student club including status within the university, financial matters, fundraising, marketing, auditions, new show creation, production volume and office space, and managed over 1,500 members
- Directed and produced 12-episode season of live music show “Map Room Sessions” in collaboration with CIUT 89.5 FM
- Coordinated shoots, communicated between crews; camera operation, post-production
- Compiled newsletter with executive team to inform members of new events and opportunities

EDUCATION



Alliance française

2005, 2018 – Toronto, Canada



University of Toronto

Toronto, Canada & Seville, Spain

Master of Arts (Specialty: Spanish Peninsular Literature, collaborative program in Diaspora and Transnational Studies)
2015 – 2016

Summer Abroad Program in Seville, Spain

2014

Honours Bachelor of Arts (Specialization: Spanish, Minor: Study of Religion)

2010 – 2015

AWARDS AND HONOURS

JLL

Cultural Ambassador Award (2019)

Going Beyond VIP Award - Client Centric (2018, 2019)

Best of Americas Marketing (BAM) Award, New Business Development (2017)

University of Toronto

University College Alumni Association Scholarship (2015)

University of Toronto Tuition Fellowship (2015)

Entry Award and MA Graduate funding (2015)

University College Scholarship for Academic Excellence (2014)

Doris May Barker Scholarship (2014)

Margaret Jean Leppington Scholarship (2014)

Queen Elizabeth II Aiming for the Top Tuition Scholarship (2010)

Subway Academy I

Valedictorian (2010)

Achim Krull Bursary (2010)

PROFESSIONAL DEVELOPMENT

JLL

Real Leadership: Leading Others

Toronto, ON, Canada (April – September 2018)

Regional Marketing Summit

Dallas, TX, USA (August 2018)

Americas Marketing Leadership Summit

Chicago, IL, USA (July, 2018)

Investor Services Marketing Conference

Austin, TX, USA (June, 2018)

Marketing Leadership Development Program

Chicago, IL, USA (May – July 2018)

Industrial and Logistics Marketing Conference

Los Angeles, CA, USA (November, 2017)

University of Toronto

IV Congresso Internacional “A Voz dos Avós: Identidade, Memória e Patrimônio Cultural,”

Toronto, ON (2015)