

# Elizabeth (Liz) MacKenzie

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## **Special Skills**

- Effective computer skills. Able to use all Microsoft Office programs, and complete some web design
- Clear communication skills - represented Grand River Ironsands Incorporated and its affiliated companies at trade shows globally

## **Public Relations Work Experience**

### **Communications Director**

April 2012 - Present

Grand River Ironsands Incorporated, Halifax, NS

- Co-ordinate and host the Company's Annual General Meeting, including arranging appropriate media coverage
- Represent the Company at trade shows and conferences globally to establish relationships with interested investors, suppliers and partners
- Oversee and participate in the environmental permitting for the Company's first manufacturing plant to be built
- Interact with appropriate levels of government and their officials on company matters, including arranging monthly meetings with the Quebec Provincial Government

### **Public Relations Manager**

Jan. 2011 - April 2012

Grand River Ironsands Incorporated, Halifax, NS

- Co-ordinated and attended a trip to China to have meetings with the Company's business partner in Beijing
- Researched and understood cultural differences to ensure all expectations were satisfied when dealing with international partners
- Prepared PowerPoint presentations to be used both in meetings and as a printed document to be included in media kits for meetings
- Re-designed and updated the company website to better suit the Company's growing needs and enhance its visual appeal

**Communication/Marketing Assistant**  
Grand River Ironsands Incorporated, Halifax, NS

April - Dec. 2010

- Co-ordinated and hosted shareholder meetings to update shareholders on recent accomplishments and up-coming events
- Wrote quarterly newsletters to all shareholders to inform them of important dates and information
- Prepared banners, job applications, business cards and raw mineral samples to be used at trade shows
- Attended trade shows and represented the company - spoke to the communities about the Company's goals and what they had to offer in terms of social investment and employment opportunities

**Sales and Customer Service Experience**

**Sales Representative**  
BellAliant, Halifax, NS

Aug. 2009 - April 2012

- Offered advice on cell phones, as well as the various plans and packages offered by Bell
- Advised customers of options that will enhance their cell phone package and specific needs, demonstrating effective customer service skills
- Provided support to customers experiencing issues with their cell phone, including using the phone, bill payments and plan options

**Volunteer Experience**

**Coach of Girls Soccer Team**

2004 - 2008

Bedford Soccer and Bedford Junior High Soccer, Bedford, NS

- Worked with younger girls on understanding and enjoying the sport
- Taught technical and life skills through demonstrations and planned activities
- Worked around the set schedule for games and practices, as well, incorporated tournaments into the season

**Education**

**Bachelor of Public Relations (Co-operative Education)**  
Mount Saint Vincent University, Halifax, NS

2009 - 2012

**Bachelor of Commerce**  
Saint Mary's University, Halifax, NS

2007 - 2009

- Completed 2 years of degree
- Entrance scholarship of \$2000

**References**

Available upon request.