


NATASHA MEIKLE

ACCOUNT MANAGEMENT PROFESSIONAL

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 [LinkedIn](#)

 www.natashameikle.com

EDUCATION

Certificate in Advertising Account Management

Humber College
2024-Present
Toronto, ON

Bachelor of Business, Management and Organizational Studies

Western University
2019-2023
London, ON

CERTIFICATIONS

- Hootsuite Platform Certification
- Hootsuite Social Marketing Certification
- Google Fundamentals of Digital Marketing

SKILLS

Organization
Creativity
Relationship Building
Project Management
Budgeting
Collaboration
Figma
Jira

INTERESTS

Painting & Drawing
Thriftling
Hockey
Camping

ABOUT ME

An aspiring Account Manager with experience in bringing together insights, data and creativity to deliver impactful campaigns. With a reputation for delivering projects on time and on budget, I thrive in a collaborative environment where I can use my problem solving skills.

WORK EXPERIENCE

Business Analyst

May 2022 - August 2022

Royal Bank of Canada

- Led a team of developers and data scientists to create a technical product for the procurement department.
- Built relationships with both business and technology teams to understand project requirements.
- Presented our solution to executives, securing the 'Biggest Pivot' award for adaptability.
- Created a patented solution that streamlined workflows, reduced reputational risk and saved 1000+ hours of manual effort.

Business Analyst

May 2021 - August 2021

Royal Bank of Canada

- Took on a leadership role within Technology and Operations (T&O), building a peer-to-peer support program for incoming students.
- Analyzed data from employee learning campaigns to gather insights and assist in building a strategy for employee learning.
- Managed the end-to-end development of campaign content that accelerated the team in reaching the T&O goal of 70% agile delivery.

Business Analyst

May 2020 - August 2020

Royal Bank of Canada

- Worked cross-functionally between three teams in the Project Management Office to facilitate communications.
- Supported project managers in organizing meetings, preparing reports, and maintaining project documentation.

OTHER EXPERIENCES

Account Coordinator

October 2024 - Present

MACEL Studio

- Collaborating with a small Toronto fashion brand to define the strategic direction of a rebrand initiative.

Barista

October 2023 - February 2025

The Black Canary Espresso Bar

- Leveraged time management skills in a fast-paced environment to meet customer needs.