

# Let's Talk Business

## For Ted Rogers School Students

These reports describe industry sectors and career paths of interest to Ted Rogers School students and alumni. Each report leverages BCH employment data and the expertise of our staff. This collaborative effort engages staff, students, alumni and the University Business Librarian.

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## A Day in the Life of a 'Campaign Lead' at CIBC

This report profiles a Ted Rogers alumna, currently working as a 'Campaign Lead' for CIBC. She provides us with insight into a typical 'a day in her life'.

Furthermore, she offers insights on developments in her field and shares knowledge that is pertinent to those aspiring to enter this exciting industry.

### Meet Dalena Tran,

Dalena is a recent graduate from the Ted Rogers School of Management, achieving a Bachelor of Commerce, specializing in Marketing Management.

She finished her Summer Work Term (Summer 2022) as a *Digital Commerce Associate* at CIBC.

Working as a member of the Digital Agile Sales team as a 'Campaign Lead', Dalena worked collaboratively on developing and executing marketing campaigns to reach and engage everyday people with CIBC's products and services.



**Q:** What did you do on a day-to-day basis as a 'Campaign Lead' at CIBC?

**A:** On a daily basis, I managed communication among our cross-functional team and stakeholders while overseeing the execution of multiple digital campaigns. I ensured that our execution team had all the resources, such as key files and digital assets, to perform their job. Our digital marketing campaigns were displayed on our CIBC website along with our mobile banking app.

**Q:** What technology platforms did you use in your role?

**A:** We used [JIRA](#), which is a ticket management system, along with [Adobe Analytics](#) for creating reports and dashboards.

Jira Software is a powerful and widely-used project management tool primarily designed for software development teams, although it can be utilized in various other industries and for different types of projects. Its main purpose is to help teams plan, track, and manage their work throughout the entire development lifecycle.

Adobe Analytics is useful for tracking, measuring, and analyzing website or app performance, user behaviour, and marketing effectiveness. It helps gain insights into campaigns by understanding customer interactions and we can therefore make data-driven decisions to improve online presence and marketing strategies.



**Q:** How does your industry impact the world?

**A:** The Banking industry has a significant impact on driving the Canadian economy. The core of all banking involves holding the financial assets of our clients along with supplying lines of credit in the form of loans. These accounts that banks offer, allow for clients to facilitate everyday transactions.

**Q:** Which industry trends should our students be aware of?

**A:** It seems like AI is all the rage and it's making its permanent place in the banking industry. AI and the use of chatbots have enhanced the client experience by providing them with a personalized experience. Chatbots have become an essential tool for effective customer service, as they provide assistance around the clock and resolve customer queries instantly.

**Q:** What advice would you provide a Ted Rogers School student who is soon to graduate?

**A:** I would advise them to be adaptable in the work environment and take on different tasks with an open mind. Tackling new challenges will oftentimes be the best way to grow both personally and professionally.

By being adaptable, you can demonstrate resilience and resourcefulness. Each new task provides an opportunity to gain new skills, knowledge, and insights. As you tackle new diverse challenges, you'll develop problem-solving skills, creativity, and the ability to think critically and strategically.

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# CIBC

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### Career Consultant Contributor Tania Rasie

Tania is a Career Consultant and a graduate of TRSM's co-op program. She has experience in campus and early talent recruitment within the IT industry. She aims to assist students in uncovering their career passions and while leveraging their unique strengths.



### Student Contributor Erica Park

Erica is a fourth-year Global Management Studies student working as a Marketing and Operations Assistant for TRSM's Executive Education unit. Upon graduation, she is excited to pursue a career in international business and cross-cultural management.