**Aleena Deandra**

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**PROFESSIONAL EXPERIENCE**

**Urban Development Institute**  **Vancouver, BC**

*Member Relations Manager*   *January 2025 - Present*

* **Drive member satisfaction, engagement, and retention** by acting as the primary point of contact for UDI’s diverse membership base, ensuring timely support and personalized service for over 1,000 members across residential, commercial, and industrial development sectors.
* **Spearhead strategies to enhance membership value**, including streamlining processes, improving CRM database efficiency, and launching data-driven initiatives that support retention and growth.
* Collaborate with the events and programming team to **deliver high-impact networking opportunities, educational seminars, and member-focused events**, strengthening industry connections and reinforcing UDI’s role as a thought leader.
* **Analyze membership metrics to identify trends and actionable insights**, delivering regular reports and recommending innovative engagement strategies.
* Partner with the Director of Professional Development to **identify sponsorship opportunities, securing funding for initiatives that advance industry education and advocacy**.
* **Ensure seamless coordination** between internal teams for membership inquiries and event logistics, enhancing operational efficiency and member experience.

**MPS Executive Suites**  **Vancouver, BC**

*Marketing Lead & Association Management*   *June 2022 – December 2024*

* **Founded and single-handedly managed the company's marketing department with a $0 budget**, orchestrating end-to-end marketing strategies, including service launches that boosted sales, increased brand awareness, and enhanced customer satisfaction.
* **Developed and introduced 4 new product offerings** through comprehensive market research and competitive analysis, resulting in increased revenue and the discovery of new customer segments.
* **Increased social media presence by 400% in two years** through strategic management and multichannel campaigns, enhancing customer engagement and public relations by effectively managing content and interactions across platforms.
* **Revitalized company branding** by redesigning the website, social media, and promotional materials to align with business objectives, delivering high-impact visual content that enhanced brand consistency and significantly increased engagement.
* **Achieved a 40% reduction in processing time by transforming operational efficiency through the automation of manual processes,** enhancing data accuracy and internal efficiency by refining documentation, implementing new procedures, and utilizing cutting-edge technologies and updated systems.
* **Revitalized a provincial-level conference** by leading a comprehensive overhaul, doubling revenue, and setting a five-year profit record. Maximized event impact by organizing high-profile workshops, seminars, and networking events, managing vendor partnerships, and adapting emerging technologies such as a streamlined registration platform, enhanced hybrid-event capabilities, and paperless proceedings via a conference app, significantly boosting engagement and satisfaction among attendees, sponsors, and exhibitors.
* **Developed and implemented a new membership system** that simplified the application process and improved user engagement, achieving a 90% increase in membership retention and enhancing overall membership management.
* **Continued executing duties from the previous role below.**

*Association Management and Administration*  *March 2021 – May 2022*

* **Strengthened board and stakeholder relations** by developing strategic communication plans, facilitating high-impact meetings, and acting as a key liaison, driving collaboration and advancing strategic initiatives.
* **Enhanced the membership experience** by optimizing the application, renewal processes, and member services, leading to streamlined operations and increased member retention and satisfaction through proactive support.
* **Increased financial accuracy and transparency** by overseeing budgeting, reporting, and cost analysis, effectively managing expenses and funding, and supporting strategic decision-making with detailed financial insights.
* **Elevated digital presence** by managing social media, website, and digital publications, significantly enhancing online visibility and member interaction, and fostering a stronger digital presence.

**INTACT Insurance Company**  **Vancouver, BC**

*Accounting Services Representative (Accounts Receivable)* *January 2020 – February 2021*

* **Ranked in the top 1% of performers across Canada**, showcasing unparalleled efficiency and productivity, and setting new benchmarks in performance excellence.
* **Engineered and implemented a streamlined email management workflow** for the Accounts Department in the Western Region, improving processes and dramatically enhancing team efficiency and customer service quality.
* **Resolved 1,000+ email requests in less than a week**—a task that previously required a team of 10—by expertly handling 150-250 email inquiries daily and delivering fast turnaround times per phone call.
* **Enhanced accuracy and timeliness in accounts receivable processing**, reducing errors and optimizing the handling of high-priority transactions.

**Canada Wide Media – BCBusiness Magazine** **Vancouver, BC**

*Editorial Intern*  *May – August 2018*

* **Revamped the BCBusiness Daily Newsletter**, increasing subscriptions and ad sales by enhancing audience engagement and sales leads.
* **Contributed to the design of the BC Chamber of Commerce 2018 report**, improving visual appeal and effectiveness in communicating key insights.

**EDUCATION**

**Simon Fraser University**  **Vancouver, BC**

*Master of Publishing*   *2017-2019*

**University of Surabaya**  **Indonesia**

*Bachelor of Accounting*   *2013-2017*

**SKILLS**

**Languages:** Fluent in English, Bahasa Indonesia | Conversational in Malay

**Technical Skills:** Graphic Design, Web Design, basic HTML/CSS, basic photography & videography

**Software:** WordPress, Adobe Photoshop, Canva, Mailchimp, Asana, Event Mobi, HubSpot