

Gabriella Han

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BA - Communications and Marketing, Université de Sherbrooke - Graduated 2018

Professional Summary: I am an ambitious and passionate business professional driven with a passion for entrepreneurship & innovation. My goal is to help find new business opportunities, gaps within the consumer journey and solutions that are profitable to the business all while enhancing the consumer experience. During my career, I have developed strong project management skills and strategic thinking. I thrive in an agile working environment that allows me to test, learn, iterate and scale ideas.

Bombardier Recreational Products (BRP) - Montreal, QC

January 2020 - Present.

Innovation Specialist, BRP-X

- Develop, build and pilot the the Uncharted Playgrounds project, a new BRP-X peer-to-peer platform that connects riders with off-roading parks to make the sport more accessible to all (Platform, business model, business development, marketing, communications, customer service).
- Create the marketing and social strategy to launch Uncharted Playgrounds and hit our KPI's for the duration of the pilot and the acceleration.
- Test, learn and refine based on end-user feedback and interviews to prioritize the creation of new digital features within the platform that will help the platform grow and bring more value to both the rider and landowners.
- Participate and lead other concept validation project within the BRP-X innovation pipeline (Ideation, conception, prototype, testing).

Bombardier Recreational Products (BRP) - Montreal, QC

January 2019 - January 2020

Innovation Program Coordinator

- Actively participate in the creation of the new BRP experience brand : Uncharted Society.
- Leading business development by onboarding new outfitters to the program (Sales pitch, onboarding and customer success).
- Supporting in the business model creation .
- After the success of the pilot, set up for success the Uncharted Society into a business unit within BRP (Scaling plan, map out all processes, onboarding of new employees and knowledge transfer).

Bombardier Recreational Products (BRP) - Sherbrooke, QC

August 2018 - January 2020

Marketing Coordinator

- Organize the BRP Global Marketing Summit, an annual event bringing together over 200 people, from strategy to execution.
- Develop and strengthen marketing processes globally (MARCOM).
- Implement new digital platforms (DAM, TMS) within the global marketing department as well as deploy change management plans.
- Ensure the relationship between BRP and its partners (evaluations, choice of new strategic partners).
- Update and manage the team's budget.
- Recruit, manage and train the team's interns.

Bombardier Recreational Products (BRP) - Sydney, Australia

January 2018 - April 2020

Marketing Coordinator Intern

- Support the Sea-Doo, Can-Am On-Road and Can-Am Off-Road brands in print and digital marketing initiatives as well as monitor social media and public relations.
- Organize events for dealers from Australia and New Zealand.
- Create and update website pages with Adobe AEM for Australia and New Zealand in addition to supporting Japan with their website.

Bombardier Recreational Products (BRP) - Valcourt, QC

May 2017 - August 2017

Marketing Coordinator Intern

- Manage digital and traditional campaigns with agencies as well as social media.
- Create and update website pages with Adobe AEM. Analyze campaign performance with Google Analytics and the BRP Dashboard.