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OBJECTIVE

Looking for an exciting role where my expertise in digital marketing campaigns, design, content creation, marketing best practices, strategic planning, social media content development, and management can be applied.

SKILLS

Creative

Artwork creation for Products
Mood boards and Storyboards
Copy writing
Digital Marketing Campaigns
Social media creative
Strategic planning
Packaging Design
Product and food photography
Prop styling

Interpersonal

Time Management
Project Management
Client Management
Customer Service
Creative Brainstorming

Tools

MS Office
Adobe Illustrator
Adobe InDesign
Adobe Photoshop

EDUCATION

OCAD UNIVERSITY — Bachelor of Design (BDes), 2018
ST. ELIZABETH CATHOLIC HIGH SCHOOL — Regional Art Program (RAP), 2013

EXPERIENCE

Social Media Designer & Coordinator, Reicura - Toronto, ON — 2023-2024

- Planned and executed photo shoots/video shoots for clients every 4-8 weeks as needed.
- Produced materials for digital marketing campaigns including Online advertisements, print materials, and social media materials.
- Collaborated with the PR Manager, Website Developer, Community Brand Coordinator, and Design Lead to produce digital and visual branding continuity through multiple channels and platforms.
- Conducted market research by analyzing competitors' products and digital marketing strategies to improve clients' brand performance based on industry demands and consumer habits.
- Storytelling on social media content through the creation of copy for captions, based on consumer interests, habits, and engagement.
- Managed up to 7 clients' communications, creative content execution, social media strategies, and community management in the areas of food, drink, education, and non-profit.
- Increased top 4 clients' main social media platform follower count through strategic digital marketing by 178%, 114%, 80%, and 58% over 18 months in the food industry and non-profit sector, respectively.

Graphic Designer & Photographer, Elizabeth Grant Int - Toronto, ON — 2022

- Planned, created and shot all photography related to internal and external requests, including for shopping channels, Online shopping events and inventory documentation of products.
- Designed e-mails for special events, sales, Online promotions and Online events.
- Used Klayvio to schedule and send e-mails to consumers based on demographics and interests, segment group, and preferred audience based on sales and product launches.
- Created website banners, Online materials for sales, website updates and Online shows.
- Learned how to create artwork using provided die-lines for upcoming products and edited existing artwork for printing and production purposes.
- Created content for social media platforms, including but not limited to photography, info graphics, educational information, event RSVP's, and company-related social media trends.

Jr. Graphic Designer & Social Media Coordinator, Summer Fresh Salads - Vaughan, ON — 2019-2021

- Responsible for all photography, video and graphic content creation, social media strategic planning, community management, designing digital advertising material, website maintenance, and other relevant marketing materials.
- Brainstormed with stakeholders within the company to develop marketing campaigns to increase sales and product market value.
- Assisted in the creation of product packaging, POS materials, and label design.
- Produced in-house marketing fact sheets for new products to present to stakeholders at retail chains, as well as B2B marketing materials such as catalogues for private label stakeholders for retail chains (Walmart, Loblaws).
- Contributed to the creative brainstorming of Influencer-driven campaigns and events, annual brand-specific campaigns, and new product campaigns.

Jr. Graphic Designer Internship, CCI Wireless - Calgary, AB — 2016

- Designed promotional highway billboards for advertising, based on the targeted demographic.
- Designed digital Holiday and special event promotional materials for website use.
- Designed traditional media for promotional flyers, advertising, and offered services.