

YOUR NAME

TORONTO, ON M5F 1L7 || 416-798-1331 || NAME@GUELPHHUMBER.CA

DIGITAL MARKETING SPECIALIST

Creative Digital Marketing Specialist with event and program planning experience and proven know-how to combine media communication and consumer viewpoints resulting in a media engagement increase.

EDUCATION

University of Guelph-Humber
Toronto, ON - Sept. 2015 - Apr. 2019

University of Guelph
**Honours Bachelor of Applied
Arts**

Humber Institute of Technology
and Advanced Learning
**Diploma in Media
Communications, with an
emphasis in Public Relations**

SKILLS

- Adobe Photoshop ●●●●●
- Adobe Illustrator ●●●●●
- Adobe Dreamwater ●●●●●
- Graphic Media ●●●●●
- Marketing ●●●●●

EXPERIENCE

Public Relations Intern

Sports Today Magazine - Mississauga, ON | May 2018 - Aug. 2018

- Planned and implemented marketing initiatives for Pinterest, Instagram and Facebook
- Created a social media database to monitor social media profiles' engagement, reach and content effectiveness
- Prioritized and coordinated 6 assignments including press releases, media advisories and media kits
- Contacted journalists and press members to pitch story ideas and creative concepts

Marketing and Communications Assistant

Grayrock Communications Inc - Toronto, ON | Sept. 2017 - Apr. 2018

- Contributed to the promotion of the company's services by assisting the President, Creative Director and 7 sales representative in the development of targeted messages
- Increased media engagement by 33% by developing brochures, advertisements and creative designs
- Entered and updated all contact profiles into spreadsheets for up to 500 clients

Fundraising and Event Assistant

Canadian Cancer Society - Toronto, ON | Oct. 2016 - Aug. 2017

- Managed inventory of supplies and prepared fundraising and event marketing materials
- Collected, coordinated and developed fundraising data and reports for fundraising events

CERTIFICATION

Adobe Photoshop Professional Certificate | Jun. 2015

ACCOMPLISHMENTS AND AWARDS

- University of Guelph-Humber Student Leadership Scholarship - Nov. 2017
- University of Guelph-Humber Merit Entrance Scholarship - Sept. 2015

