

JUSTIN LOPEZ

Digital Media & Marketing

Education

Digital Media & Marketing Diploma

Canadian Business College

Jan 2023 – Jan 2024

Digital Media Training


Digital Pipeline [4] Youth


Jan 2025 – Feb 2025

Contact

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 Mississauga, ON

 <https://justinlopez2002.github.io/JustinLopez2002/>

Skills

- Content Creation & Strategy
- Social Media Management
- Adobe Creative Suite
- HTML & CSS
- SEO & Digital Marketing
- Data-Driven Marketing
- Branding & Messaging
- Adobe Creative Suite (InDesign, Illustrator, Photoshop)
- Video Editing (Adobe Premiere Pro)
- Website Content Management
- Email Marketing Assets
- Social Media Content Creation
- Graphic Design for Digital Platforms
- Creative Problem-Solving
- Time & Project Management
- Customer Engagement & Community Management
- Team Collaboration
- Event Planning
- Activity Coordination
- Detail Oriented

Profile

Creative and results-driven Digital Media & Marketing graduate with hands-on experience in content creation, graphic design, and digital marketing strategies. Proficient in Adobe Creative Suite, video editing, and social media management. Successfully developed cohesive brand imagery and engaging content for various platforms, enhancing brand presence and audience engagement. Adept at collaborating with cross-functional teams to deliver marketing materials that align with corporate branding guidelines. Eager to leverage skills in a dynamic marketing environment to contribute to brand awareness and business growth.

Experience

SOCIAL MEDIA CONTENT CREATOR (PLACEMENT)

MR Landscape, Digital Media

Feb 2025 – Mar 2025

- Developed cohesive brand imagery using strategic color palettes and typography to enhance brand recognition and user engagement.
- Designed visually compelling Instagram posts and stories using Canva, enhancing brand presence and engagement.
- Edited and enhanced photos with Photopea to ensure high-quality visuals for social media platforms.
- Produced dynamic Instagram Reels and text-based posts, contributing to increased audience interaction.
- Edited and integrated appropriate music into Instagram Reels, enhancing engagement and reinforcing brand messaging.

VOLUNTEER

St. Francis Xavier Church, Youth Liturgy

Nov 2017 – Dec 2018

- Assisted in organizing and facilitating youth liturgy events, contributing to the spiritual development of participants
- Collaborated in creating engaging activities and discussions, fostering a dynamic and interactive learning environment
- Maintained a clean and hygienic environment, ensuring a safe and welcoming space for all attendees
- Engaged youth in discussions and learning activities, enhancing their understanding and participation in the program