## 

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**PROFESSIONAL SUMMARY**

Motivated Digital Media &amp; Marketing graduate with a deep understanding of consumer behavior and a creative approach to problem-solving. Experienced in graphic design, video editing, and digital content creation, with a strong ability to connect with audiences. Passionate about developing effective marketing strategies, creating engaging content, and staying ahead of industry trends. A self-starter with leadership experience, keen to contribute to dynamic marketing teams.

## **SKILLS**

* Content Creation & Strategy
* Social Media Management
* Creative Problem-Solving
* SEO & Digital Marketing
* Customer Engagement & Community Management
* Time & Project Management
* Data-Driven Marketing
* Branding & Messaging
* HTML & CSS Basics
* Leadership & Collaboration
* Event planning
* Adobe Creative Suite
* Activity coordination

## **WORK EXPERIENCE & RESPONSIBILITIES**

## **Social Media Content Creator**

### **MR Landscape, Digital Media Mar 2025**

* Worked in Canva to make Instagram posts
* Used Photopea for photo edits
* Created Instagram text posts, reels, and stories

## **Team Member**

### **Peter’s Valu-Mart (Applewood Plaza), Produce Oct 2024**

* Delivered exceptional customer service, addressed inquiries, ensured customers were satisfied.
* Ensured products are organized and maintained for easy access.
* Ensured products were packaged to Valu-Mart’s standards.
* Implemented all safety protocols.
* Ensured all products were of best quality for customers.
* Ensured area was clean and safe, free of debris, dust, spills etc.
* Maintained a work atmosphere by watering plants and cleaning space.

## **Volunteer**

### **St. Francis Xavier Church, Youth Liturgy Dec 2018**

* Assisted in organizing youth liturgy events.
* Assisted in creating engaging activities and discussions.
* Ensured a clean and hygienic environment.
* Assisted in serving snacks and beverages.
* Ensured children were engaged with discussions and learning.

**EDUCATION & CERTIFICATION**

### **Digital Pipeline 4 Youth Feb 2025**

Training in Digital Media and Marketing

### **Canadian Business College Jan 2024**

Digital Media & Marketing Diploma

Portfolio Folder - https://drive.google.com/drive/folders/11E2n\_R5PV2jAVsDg66Mqt2gW2fs3H-t1?usp=sharing