



PROFILE

Marketer with an added background in content creation and computer science. Bringing a broad skillset and analysis driven mindset for creative problem

CONTACT

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SKILLS

SOCIAL MEDIA MANAGEMENT

EMAIL MARKETING

CONTENT CREATION

GRAPHIC DESIGN

WEB DEVELOPMENT

PROGRAMMING

PHOTOGRAPHY/VIDEOGRAPHY

SEO

HIGHLIGHTS

- Developed strong **marketing automation** and **email marketing** skills at Trapeze Group and Clearpath Robotics
- Gained experience **managing social media** accounts and **content creation** at Prism Resources
- Managed **website** and **e-commerce** platforms for Clearpath Robotics

WORK EXPERIENCE

FREELANCE PHOTOGRAPHER & VIDEOGRAPHER January 2016 - Present (Part Time)

- Partner with clients to understand their objectives and turn visions into results they are excited about
- Worked on a variety of projects including fashion, headshots, weddings, and portraits

MEDIA DEVELOPER @ PRISM RESOURCES May 2018 - August 2018

- Managed the brand's social media channels, email campaigns, and overall digital presence
- Responsible for creating all content used by the organization including graphics, copy, photos, videos, and signage

MARKETING CO-OP @ CLEARPATH ROBOTICS September 2017 - December 2017

- Oversaw Clearpath's digital presence including website content, online store, and search engine status
- Designed, created, and managed email marketing efforts
- Wrote and edited blog posts and case studies
- Shot and edited product photos/videos
- Created graphic assets for emails and website

MARKETING SPECIALIST @ TRAPEZE GROUP September 2016 - December 2016

- Conducted research and provided insights for account-based marketing initiatives
- Developed an understanding of marketing automation software and managed emails, landing pages, and web content
- Coordinated the company's user conference and tradeshow attendance

EDUCATION

WILFRID LAURIER UNIVERSITY

Business and Computer Science (BBA/BSc) Double Degree

Co-op Option

Marketing Specialization