

## Education

**Honours Business Administration with Marketing Concentration, BBA**  
Wilfrid Laurier University (2017-2021)

## Experience

### **Communications Coordinator** **Northern Water Futures (NWF)**

May 2019 - September 2020

- Created resonating video, photo, & written content that aligned with brand
- Increased tweet impressions organically from 25.6k to 48.1k
- Strategically planned digital content by collaborating with NWF's knowledge mobilization officer & Laurier's communication team
- Used analytics to track KPIs & generate reports on all platforms

### **Social Networking and Media Assistant**

#### **Wilfrid Laurier University**

October 2018 - April 2019

- Established social media strategies while following Laurier's brand guidelines by working with Laurier's Department of Teaching and Learning
- Utilized Adobe Creative Suite & Canva to create engaging & visually appealing graphics
- Increased post engagement & reach organically through branded content
- Photographed events utilizing a DSLR camera & provided edited photos

### **Digital Media Intern**

#### **Driven Digital Group Inc.**

April 2018 - September 2018

- Analyzed the online presence of over 200 small-scale businesses & performed social media audits to create effective social media marketing strategies that tailored to clients' needs
- Created infographics & professional video/photo content by collaborating with media team
- Managed social media accounts & responded to inbound inquiries

## Extracurricular/Volunteer Roles

**Laurier Filipino Students' Association** (President)

**Wilfrid Laurier University** (Student Ambassador)

**Hack the North** (Activities/Workshop Volunteer)

**Ray of Hope Inc.** (Hospitality Volunteer)

## Marketing Skills

Social Media Management

Public Relations

Marketing and Digital Strategy

Brand Strategy

## Technical Skills

Hootsuite

Adobe Photoshop CC

Adobe Illustrator CC

Figma

WordPress

Squarespace

HTML

CSS

Canva

FinalCut Pro X

Microsoft Office Suite

G Suite

## Certifications

Social Marketing Certification

Hootsuite Academy

Hootsuite Platform Certification

Hootsuite Academy

Advanced Google Analytics

Google

Inbound Marketing

HubSpot Academy

Content Marketing

HubSpot Academy