

Breanna Levy

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Summary

Experienced and adaptable aspiring UI/UX enthusiast with a strong background in computer administration, freelance work, and UI/UX design. Seamlessly integrates technical expertise with creative flair to deliver innovative solutions. Demonstrates strategic marketing skills to ensure a comprehensive approach, driving project success.

Core Competencies

- Graphic Design
- UI/UX Design
- Adobe Creative Suite
- Project Management
- Client Relations
- Microsoft Excel
- Marketing
- Team Leadership
- HTML/CSS

Experience

Marketing Director | UW Filipino Students' Association | Waterloo, ON

December 2023 - Present

- Led the successful relaunch of the University of Waterloo Filipino Students Association, revitalizing its presence on campus.
- Achieved significant results by implementing impactful social media campaigns on LinkedIn and Instagram, resulting in a daily gain of 200 followers.
- Developed and maintained a consistent brand image, ensuring a positive and recognizable presence both online and offline.
- Fostered community engagement through well-promoted events, creating unity among students and raising awareness of the association's initiatives.
- Orchestrated successful marketing campaigns for various association events, resulting in increased attendance and participation.

Guest Service Specialist | Mercedes Benz Kitchener-Waterloo | Kitchener, ON

September 2023 - Present

- Leveraged strong communication and interpersonal skills to create a welcoming first-impression atmosphere for clients.
- Managed various administrative tasks, including typing, filing, and data entry, contributing to the smooth operation of the sales department.
- Entered and updated client information, including traffic count records, using ADP, 180 system, and dealership floor traffic control systems.
- Upheld confidentiality and security of customer and company information at all times.
- Fostered positive working relationships with colleagues and management, promoting a collaborative and supportive team environment.

Freelance Designer | Freelance | Markham, ON

June 2021 - Present

- Define requirements and visual graphics, including illustrations, logos, layouts, and photos.
- Collaborate closely with clients to ensure alignment with their vision and objectives, receiving and incorporating feedback to define designs.
- Designed high-impact sports jerseys and merchandise for high school teams, capturing team spirit and receiving positive acclaim from athletes and coaching staff.
- Crafted brand identities for small businesses, including Emmine Cookies and Project 7evyn.

Extracurriculars

GBDA Ambassador | Stratford School of Interaction Design and Business | Stratford, ON

September 2023 - Present

- Communicate and engage with first-year and prospective students about the GBDA program.
- Actively represent the University in open houses, guiding prospective students through the GBDA experience through a student's perspective.
- Revitalize social media platforms by taking over accounts to craft compelling content, igniting excitement among students.

Education

University of Waterloo | Waterloo, ON

Expected Graduation: April 2027

Bachelor of Global Business and Digital Art

- *Cumulative GPA:* 3.5/4.0
- *Relevant Coursework:* Received an A grade in Digital Imaging for Online Applications, Intro to User Experience Design, Intro to Computer Programming 2, Digital Media Project, and Intro to Digital Culture.
- *Involvement:* UW Filipino Students' Association, GBDA Ambassador.
- *Varsity Sport:* Flyer on Elite Team for 2 years; 12+ hours per week.