

# Kenzie Billard

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Enthusiastic and innovative Digital Authoring Professional with extensive experience in hospitality, social media management, and professional writing. Excel at engaging diverse audiences, crafting digital narratives, and providing outstanding customer experiences. I am eager to apply my social media strategy, content creation, and digital authoring skills to enhance brand awareness and audience engagement in a digital authoring role.

## Experience

### Digital Content Creator, Freelance

- Developed and maintained websites, ensuring engaging and user-friendly design.
- Created compelling digital content, including videos and written materials, for various platforms.
- Worked closely with clients to understand their needs and tailor content accordingly.

### Social Media Manager, Revitasize, Woodbridge (May 2023 - Present)

- Successfully enhanced brand's digital presence through effective management of Instagram account.
- Designed and published digital content aligning with brand strategy, resulting in increased follower engagement.
- Utilized analytical tools to monitor social media metrics and adapt strategies for improved reach.

### Bartender, The Parlour Restaurant, Toronto (September 2023 - Present)

- Developed strong interpersonal and communication skills through customer interactions.
- Fostered partnerships with suppliers and clientele, enhancing business relations.

### Server, Earls, Vaughan (March 2021 - September 2023)

- Demonstrated exceptional communication skills in presenting menu information and engaging with customers.
- Managed high customer volume while delivering consistent, high-quality service.

### Smoothie Barista, Revitasize, Woodbridge (March 2018 - Present)

- Gained expertise in customer service and interpersonal communication through direct customer interactions.
- Contributed to in-house writing for promotional materials and menu descriptions.

## Education

- Bachelor of Arts in English and Professional Writing, York University (September 2020 - April 2024)
- Real Estate Salesperson Program, Humber College (November 2023 - November 2025)

## Skills

- Digital Content Creation and Management
- Social Media Strategy and Analytics
- Website Development and Video Production
- Strategic Communication and Digital Marketing
- Customer Engagement and Interpersonal Communication

## Additional Information

- Completed coursework in Organizational Writing, enhancing professional writing capabilities.
- Proficient in a range of social media platforms, analytics tools, and digital authoring software.

- Adaptability in communication styles to suit various digital formats and audiences.