

# Amanda Mongrain

Creative Strategy Student

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## PROFESSIONAL SUMMARY

Creative strategy-driven advertising student with hands-on agency experience in content development, brand voice execution, and campaign support. Skilled in translating insights into compelling ideas across social and digital platforms. Known for strong communication, strategic thinking, and thriving in fast-paced, collaborative environments.

## AREAS OF EXPERTISE

Creative Strategy • Brand Voice & Storytelling • Social Media Strategy

Audience Engagement • Insight-Driven Thinking • Visual Consistency

Client-Facing Communication • Team Collaboration

## EXPERIENCE

### **SOCIAL MEDIA ASSISTANT (SEASONAL)** | CIC, Ottawa | June 2024 to August 2024

- Supported social media strategy by creating platform-specific content aligned with brand voice and campaign goals
- Developed graphics, short-form videos, and captions to increase engagement and consistency
- Scheduled and managed content using Meta Business Suite and Buffer to maintain posting cadence
- Collaborated with internal teams to refine creative direction and messaging

### **DIG AGENCY (IN-PROGRAM ADVERTISING AGENCY)** | Algonquin College, Ottawa | September 2023 to April 2025

- Worked within a simulated agency environment, rotating through roles including Strategist, Copywriter, Account Executive, and Designer
- Supported integrated marketing campaigns for real clients by contributing to strategic insights, creative concepts, and execution across channels
- Collaborated in cross-functional teams to meet briefs, deadlines, and client objectives

## VOLUNTEERING

### **SOCIAL MEDIA ASSISTANT** | DTBV, Ottawa | September 2023 to January 2025

- Assisted with content ideation and execution for social platforms, ensuring alignment with brand tone
- Supported campaign planning through content calendars and post scheduling
- Contributed creative ideas to improve engagement and visual storytelling

## ADDITIONAL EXPERIENCE

**WAITRESS|** Pur & Simple, Ottawa | November 2024 – Present

- Delivered high-quality customer experiences in a fast-paced environment
- Consistently increased average cheque value through strategic upselling
- Demonstrated strong listening, adaptability, collaboration and interpersonal communication

**WAITRESS|** Perkins, Ottawa | March 2019 – September 2024

- Managed high-volume service while maintaining accuracy and professionalism
- Trained and onboarded new staff, reinforcing systems and service standards
- Built strong client rapport and multitasking skills applicable to agency work

## EDUCATION

**ADVANCED DIPLOMA IN ADVERTISING & MARKETING COMMS |** Algonquin College, Ottawa | September 2023 to April 2026 (In progress)

- Integrated Marketing Communications (IMC)
- Campaign Strategy & Consumer Insights
- Copywriting, Digital & Social Media Marketing
- Media Planning & Performance Tracking
- Client Presentations & Agency-Style Collaboration

## TOOLS & PLATFORMS

Adobe Photoshop | Adobe Illustrator | Adobe InDesign

Canva | Meta Business Suite | Buffer

Microsoft Office | Google Workspace

## CERTIFICATIONS

Social Media Certified (HubSpot Academy) | Valid from: Dec 3 2025 - Jan 2 2028

Google Analytics Certified (Google) | Valid from: October 20 2025 - October 20 2026

Hootsuite Platform Certification (Hootsuite Academy) | Valid from: February 19 2025

Project Management Certification - *Foundational* (LinkedIn Learning)

## REFERENCES AVAILABLE UPON REQUEST

