



I am a hardworking individual proficient in digital marketing, project management, and leveraging social media strategies to resonate with different demographics and achieve organizational objectives.

Education

Honours Bachelor of Arts in
Communications and Political
Science

Wilfrid Laurier University, Waterloo ON |
September 2020 - April 2024

Ontario Secondary School Diploma
Lorne Park Secondary School, Mississauga
ON | September 2016 - June 2020

Key Skills

- SEO & SEM Expertise
- Digital Marketing
- Content Creation
- Project Management
- Writing Proficiency
- Analytics & Data Interpretation

Certifications

Bronze Cross

First Aid

Soccer Referee

Professional Experience

Digital Marketing Intern

Wella, Toronto, Ontario | April 2024 - August 2024

- Conduct competitive research on content strategies, META paid ads, email marketing, and social media trends.
- Manage and analyze Wella social media accounts.
- Managed a salon asset toolkit project from scratch, developing digital assets, captions, and hashtag strategy based on SEO knowledge and directing the team on implementation.

Digital Creative Content Writer

RV Part Shop | March 2023 - June 2023

- Utilized exceptional writing, editing, and proofreading skills to produce engaging and error-free content.
- Crafted SEO-friendly content for websites and blog posts to increase organic traffic.
- Developed content for a variety of topics, ranging from technical to lifestyle, for blog and website content.

Digital Content Strategist

Cyber Air Systems, Mississauga, Ontario | January 2023 - April 2023

- Created customized marketing materials to increase product awareness.
- Optimized website content and images to improve search engine rankings.
- Produced compelling and visually striking content and programs while meeting tight deadlines, enriched with an engaging, captivating, and authentic style.

Customer Service Specialist and Sales Coordinator

WickerPark, Mississauga, Ontario | May 2022 - September 2022

- Offered friendly and efficient service to customers, handled challenging situations with ease.
- Addressed customer inquiries with timely and professional responses via phone, email and in-person interactions.
- Prepared and maintained records of sales and revenue.
- Consistently built long-term relationships with existing and new customers.
- Provided consultations and space planning and coordinated colors, finishes and fabrics to match.