

# Kyla DuMoulin-White

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*Hardworking, energetic and self-motivated individual, who takes direction well and builds good working relationships with all colleagues. Strong dedication to helping customers and cultivating a positive image of the Company. Excel in both team environments and alone.*

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## Education

### Post-Secondary

University of Western Ontario / London, Ontario  
Psychology Undergrad

Present

### Secondary

Malvern Collegiate Institute / Toronto, Ontario  
Honor Student

September 2020 to June 2024

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## Work Experience

### Theralase Inc. / Social Media Convenor

Key Responsibilities:

July to August 2024

- Curated and managed engaging content across multiple social media platforms (e.g., Facebook, Instagram, Twitter, LinkedIn) to enhance brand visibility and audience engagement.
- Recorded and edited promotional videos and photography content to support marketing campaigns and product launches.
- Utilized Adobe Photoshop, Canva, and various video editing software to design visually appealing graphics and multimedia content.
- Monitored social media performance metrics, adjusting content strategies to optimize reach, engagement, and follower growth.
- Collaborated with cross-functional teams to align social media content with overall brand messaging and marketing goals.
- Engaged with online audiences by responding to comments, messages, and mentions to foster community relationships and improve brand perception.
- Scheduled and maintained a consistent posting calendar to ensure timely updates and sustained audience interaction.

### Theralase Inc. / Administrative Clerk

Key Responsibilities:

July to August 2022

July to August 2021

- Managed incoming phone calls, providing professional and courteous customer service while directing inquiries to appropriate departments.
- Updated and maintained warranty spreadsheets, ensuring accurate and current records for efficient tracking and reporting.
- Organized and conducted inventory counts, maintaining precise stock records to support operational efficiency.
- Entered and managed customer data in company databases, ensuring data integrity and confidentiality.
- Assisted with general office administration tasks to support daily business operations and improve workflow.

**Loblaws / Bakery Clerk***January to April 2023***Key Responsibilities:**

- Maintained and organized product displays to maximize customer appeal and sales.
- Accurately labeled products with bar codes to ensure precise scanning and efficient checkout processes.
- Prepared a variety of baked goods, including bread, cookies, croutons, and bread crumbs, following standardized recipes and quality guidelines.
- Cleared, cleaned, and reset the bakery kitchen to meet health and safety standards, ensuring a hygienic work environment.
- Assisted customers with bakery product inquiries, providing excellent customer service and product recommendations.
- Supported daily bakery operations by monitoring inventory levels and replenishing stock as needed.

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**Volunteer and Leadership****Camp Counsellor Volunteer**

July 2023

*Variety Village / Toronto, Ontario***Junior Prefect**

September 2018 to June 2020

*Crestwood Preparatory College / Toronto, Ontario*

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