

LEXIE MADDONADO

CREATIVE COMMUNICATIONS

Contact

BRAMPTON, ON L6Y 4S4
lexmald1212@gmail.com
647-922-0000



MEDIA EXPERIENCE

Bad Cree Book Cover Re-design

JAN 2025

- Used Adobe Photoshop to composite multiple images to create a unique and visually intriguing wrap-around book cover that conveyed the main story elements and horror genre
- Displayed knowledge of typography by designing a back cover that portrays an appropriate hierarchy of information, with proper contrast and visually appealing text arrangements
- Produced a professional mockup of the book cover

Lucy & Yak Brand Analysis

NOV 2024

- Examined paid, editorial and owned media and put together a detailed, creative and engaging presentation that corresponds to the brand image
- Created a Media List of sustainable fashion magazines and outlets that might be interested in writing about the brand
- Rewrote Instagram posts with my knowledge of the brand's voice and who their audience is

PERSONAL PROFILE

- Strong interpersonal communication skills
- A creative and innovative thinker
- Possesses the ability to express information visually
- Consistent time management and organizational skills
- Open, positive and collaborative
- Passionate and self-driven
- A love for continued learning
- Ability to pick up and develop new skill sets quickly
- Strong understanding of design and branding principles

TECHNICAL SKILLS

- Experienced in Adobe Creative Suite
- Proficient in Canva
- Well-versed in WordPress
- Knowledge of Popular Social Media platforms
- Microsoft (MS) Office
- Google Workspace Programs: Docs, Sheets, Slides, Google Meet

EDUCATION

Humber Polytechnic — Media Communications

SEPT 2024 - PRESENT, ETOBICOKE ON

This program allows students to learn up-to-date, industry-standard media marketing, production and distribution skills. I will graduate with experience in photography, graphic design, motion design, strategic media writing, social media marketing and digital content creation.

Wilfrid Laurier University — BA, Honours Sociology

SEPT 2016 - JUNE 2021, WATERLOO ON

JOB EXPERIENCE

Agway Metals Inc. — Receptionist & Administrator

APR 2023 - AUG 2024, BRAMPTON, ON

- The first point of contact for customers to answer inquiries, offer support and direct them to the appropriate personnel or department
- Cultivating written communication abilities through the creation and distribution of internal and external notifications of policy changes and reminders
- Exhibiting the ability to meet tight deadlines through daily invoicing

Relamping Services CA Ltd. — Invoice Clerk & Receptionist

AUG 2021 - SEPT 2022, BRAMPTON, ON

- Communicating effectively between departments to ensure appropriate pricing and a high level of accuracy when creating and uploading invoices to customers
- Exhibited flexibility by conducting various administrative tasks as needed, such as scanning, printing, faxing, filing, purging paperwork, and ensuring office supplies were in stock