



## 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 and growth
- Ability to pick up and develop new skill sets quickly
- Strong understanding of design and branding principles

## Technical Skills

- Experienced across Adobe Creative Suite
- Proficient in Canva, Figma and WordPress
- Knowledge of social media marketing
- Graphic design and illustration using Indesign, Illustrator and Procreate
- Experienced in fashion, portrait, and product photography as well as photo editing in Adobe Raw, Photoshop and Lightroom
- Video production and editing in Premiere Pro and After Effects

## Media Experience

### Birds and Beans Brand Re-Design

MAR 2026

- Developed a brand package including logo, animated logo, and packaging based on extensive research on the business values, current brand identity,
- Photographed, edited my own mockups to display my logo and packaging design which I illustrated in Procreate
- Designed and printed stickers as a promotional strategy

### New Balance Advertising Campaign

DEC 2025

- A peer and I collaborated with a creative director, on a conceptual advertising campaign for New Balance
- Worked to create a shot-list, call-sheet, and proplist and conducted an in studio photoshoot
- Edited the photos in Photoshop and presented our creative director with a call-sheet to select the final images from
- Created our own designs and mockups for billboard, web-banner and magazine advertisements using Adobe Photoshop, Illustrator and Indesign

## Education

### Humber Polytechnic — Media Communications

SEPT 2024 - JUNE 2026, ETOBICOKE ON

This program allows students to learn industry-standard media marketing techniques, developing hands-on photography, graphic design, motion design, copy writing, social media marketing and digital content creation experience.

### Wilfrid Laurier University — BA, Honours Sociology

SEPT 2016 - JUNE 2021, WATERLOO ON

## Job Experience

### Sun Glow Window Covering Products of Canada — Media Marketing Intern

MAR 2026 - PRESENT, EAST YORK, ON

- The creation of marketing materials which include video production and post production and professional photography
- Design of digital materials including social media posts and news letters

### Tommy Hilfiger — Sales Associate

SEPT 2025 - PRESENT, HALTON HILLS, ON

- Providing exemplary customer service by employing detailed product knowledge, sales strategies and interpersonal skills
- Upholding organizational standards and a high-degree of visual presentation as one of the standard stores for visual presentation in Canada
- Working flexible hours and taking on a multitude of different roles, displaying my adaptability, time management, and ability to learn and employ new abilities efficiently

### 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