

JOB OBJECTIVE: Seeking a **Communication or Marketing Specialist** position

SUMMARY OF QUALIFICATIONS

- Strong communication and marketing skills developed through education, work experience, and volunteer work.
- 4 years of experience in marketing and communications, enhancing brand awareness through strategic social media management, supporting marketing plans, and maintaining consistent brand messaging across various digital platforms.
- Averaged a 3.60 GPA as a BCDJ student majoring in Media studies and minoring in Marketing.
- Demonstrated strong communication, planning, and organizational skills as a full-time student, and working part-time.

EDUCATION

Thompson Rivers University

2022 – Expected in April 2026

Bachelor of Communication and Digital Journalism (BCDJ)

Kamloops, BC

Major: Media Studies | Minor: Marketing

Relevant course of study include:

- Integrated Marketing Communication
- Social Media Marketing
- Business to Business Marketing
- E-Commerce
- Media and Public Relations
- Technical Communication
- Digital Imaging & Editing
- Advanced Professional Communication

EMPLOYMENT HISTORY

Student Communications & Content Creator

Faculty of Arts – Thompson Rivers University | Kamloops, BC | Oct 2025 – Present

- Grew the Faculty of Arts Instagram following from 1,014 to 1,042 between November 14 and December 28 through content creation and audience engagement.
- Managed content calendars including captions, visuals, and posting schedules while ensuring consistent messaging aligned with the faculty brand.
- Designed graphics, videos, posters, and newsletters using Canva and Adobe Creative Suite.

Media Marketing Coordinator

TRUSU Accounting Club– Thompson Rivers University | Kamloops, BC | Oct 2025 – Present

- Worked with the Media Marketing Director to manage social media platforms and maintain a strong online presence.
- Designed promotional materials including posters, reels, and newsletters using Canva.
- Developed creative marketing strategies to increase club outreach and community engagement.

On-Air & Social Media Volunteer

CFBX 92.5 FM "The X" – Thompson Rivers University | Kamloops, BC | Sept 2025 – Present

- Hosted a weekly Nigerian music radio show to promote cultural diversity and engage listeners.
- Curated playlists, researched artists, and managed live on-air segments to deliver engaging content.
- Oversaw social media platforms (Instagram, TikTok, YouTube, Bluesky, X), boosting audience

Social Media Influencer

Freelance | BC, Canada | Aug 2022 – Present

- Collaborated with local and international brands to produce content that increased sales, engagement, and platform reach.
- Created interactive campaigns, storytelling content, and visuals to boost brand awareness and audience connection.
- Tracked metrics to optimize performance across digital platforms.

Social Media Ambassador

Thompson Rivers University | Kamloops, BC | Jan 2024 – Apr 2024

- Collaborated with the marketing team and ambassadors in weekly meetings to plan campaigns that increased online engagement and community participation.
- Designed visually appealing flyers, edited videos, and conducted street interviews to expand audience reach and drive event attendance.
- Responded to student inquiries and managed online interactions, strengthening the university's connection with students, and boosting positive brand perception.

Digital Marketer / Sales Representative

Goptian Foods | Lagos, Nigeria | Jan 2022 – Nov 2022

- Developed and executed digital marketing campaigns that increased product visibility and engagement.
- Created graphics, visuals, and ads to strengthen the brand presence and drive interaction.
- Managed customer inquiries and coordinated with teams to optimize strategies and results.

Communications Intern

XM Solutions | Lagos, Nigeria | Apr 2021 – Jul 2021

- Monitored social media performance and provided actionable insights that enhanced content strategy and boosted platform interaction.
- Collaborated with the communications team to plan campaigns, newsletters, and promotional content, increasing visibility and reach.
- Assisted with digital tools and IT tasks to streamline workflows, improving team efficiency and communication processes.

SKILLS

Adobe Creative Cloud Suite | WordPress Web | Microsoft Office 365 | Graphic Design: Canva | Digital Marketing | Verbal & Written Communication | Multitasking & Time Management | Teamwork

HOBBIES AND INTEREST

Travelling | Fitness & Gym | Baking | Exploring New Experiences