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Profile Summary

Communication and Digital Journalism graduate with experience in brand communications, public relations, social media marketing, and customer engagement. Proven ability to increase audience engagement, streamline operations, and improve customer satisfaction. Skilled in content creation, digital storytelling, campaign coordination, and cross-functional collaboration.

Professional Skill

- Public Relations
- Brand Communications
- Digital Storytelling
- Social Media Marketing

Relevant Skill

- Content Writing
- Content Strategy
- Research Analysis
- Leadership and Team Training

Education

Thompson Rivers University

Jan 2023- Apr 2025

Bachelors of Communication and Digital Journalism (Public Relations)

Work Experience

Service Coordinator | Gyro Mazda — Toronto, ON

Oct 2025- Present

- Streamlined daily service scheduling, improving appointment efficiency by 25%.
- Maintained accurate service records and collaborated with technicians to reduce turnaround time by 15%.

Social Media Marketing Intern | Unisphere Services Consultancy — Toronto, ON

Feb 2025- May 2025

- Increased engagement by 35% through targeted content and real-time interaction.
- Conducted competitor analysis and supported campaign performance tracking.
- Created and scheduled 40+ content pieces across multiple platforms.

Guest Experience Leader | McDonald's — Kamloops, BC

Mar 2023- Apr 2025

- Delivered high-quality guest service, contributing to a 20% increase in satisfaction ratings.
- Improved customer satisfaction metrics by 15% through service optimization
- Trained 10+ employees and resolved 20+ customer queries daily

Contributing Writer | The Omega Publications — Kamloops, BC

Oct 2024 - Dec 2024

- Authored 2 published articles on education and social trends.
- Applied journalistic research, storytelling, and editorial standards.

Certifications

- Hootsuite Platform Certification
- Social Media Marketing Certification
- Infographics: Planning and Wireframing