

Tracey Owusu

Summary

Highly organized marketing professional with experience coordinating projects, managing workflows, supporting marketing initiatives, and maintaining operational systems in fast-paced environments. Skilled in stakeholder communication, scheduling, content coordination, records management, and project tracking. Proven ability to manage competing priorities, optimize workflows, and support cross-functional teams.

Education

Humber College 2020 - 2022

Diploma, Photography

Ryerson University 2013 - 2014

Certificate,

Business Communication

University of Ottawa 2006 - 2011

BA Arts, Minor Theater

Skills

Photography & Creative

- Event Photography
- Studio Photography
- Creative Production
- Visual Storytelling
- Photo Retouching
- Post-Production Editing

Design & Software

- Adobe Photoshop
- Adobe Lightroom
- Adobe Premier
- Asana
- Canva
- Monday
- Google Workspace

Marketing & Content

- Content Creation
- Brand Content Development
- Digital Marketing Support
- Marketing Campaign Support
- Social Media Content
- Content Planning

Experience

Art Gallery of Ontario

Photographer

January 2023 - Present

- Collaborated with cross-functional teams to coordinate schedules, project deliverables, and communications across multiple departments.
- Managed workflow priorities independently while ensuring project milestones and deadlines were consistently met.
- Maintained accurate records and tracking systems to support reporting, project planning, and operational decision-making.
- Utilized digital systems and project management tools to organize information, improve efficiency, and support team objectives.

New Era Cap Co Inc

Creative & Social Media Specialist

2021 - 2022

- Coordinated content production schedules, creative workflows, and marketing deliverables across multiple projects simultaneously.
- Supported content planning initiatives and social media engagement efforts to increase brand visibility and audience interaction.
- Collaborated with internal stakeholders to execute marketing campaigns and promotional initiatives aligned with business objectives.
- Managed project timelines from concept development through final asset delivery while ensuring deadlines and quality standards were met.
- Maintained organized production systems and coordinated communication between creative and marketing teams to support operational efficiency.

Contact



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traceyowusu.com