# Summary

A strategy-first marketer who loves turning ideas into actual results. I’m big on staying flexible, following what’s trending, testing what works, and adjusting fast. Whether it’s collaborating with teams or pivoting to meet new goals, I bring creativity, curiosity, and a real love for making marketing feel human (and effective).

# Skills

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| --- | --- | --- |
| * Social media marketing | * Website management | * Budget management |
| * Video/design content production | * Campaign copy writing | * Confidence |
| * Analytic reporting | * Branding/ Rebranding | * Teachability |

# Education

**Wilfrid Laurier University B.A. (Hons) with Co-Op Designation, 2021**

* Communication Studies Major with Business Management option
* Marketing Committee member on the Communications Students Association

# Work Experience

**Loopstra Nixon LLP, Marketing and Communications Specialist\* April 2022 – Present**

During my time at LN, I have significantly improved the firm’s market presence and online reputation.

* Executed full firm rebrand within my first 3 months - designed new brand assets, organic content-driven social strategy, and developed an SEO driven, UX-friendly website.
* Designed the firm’s first multi-channel ad campaign - resulting in an 83% increase in website visitors, 500K LinkedIn impressions, and a 73% increase in LinkedIn followers over 1 year.
* Led $140,000 Honda Indy client event & campaign resulting in 800K+ TV views, a 47% increase in web traffic, 912% increase in LinkedIn clicks and 195% boost in post reach.
* Developed targeted content to support award submissions and rankings (Recognition in Best Lawyers/ Law Firms, Chambers, Lexpert, and Canadian Lawyer).
* Optimized team performance during my interim\*, increasing efficiency by 250% through scheduling, strategic direction, and direct C-suite communication.

\* Currently overseeing the Marketing department on an interim basis.

**Ownersbox Fantasy Sports, Content Creation and Marketing Intern April 2021 – Sept 2021**

* Organically grew the brand’s TikTok following from 0 to 23K in under 4 months using strategic video content.
* Authored and published weekly SEO driven blogs on trending sports and pop culture stories, driving a 35% increase in blog traffic and average session duration.
* Featured as on-screen talent in podcasts and promotional content, contributing to a 65% increase in video viewership, humanizing and elevating the brand voice.

**Ryan Design International, Social Media Manager Sept 2021– Dec 2021**

* Built custom content strategies for 15+ real estate clients, helping boost engagement across web, email, and marketing materials.
* Designed organic social media post content (visual and copy) for each client.
* Assisted on video shoots, ensuring creative direction aligned with campaign goals.
* Tracked and reported performance data to the CMO to support strategic decisions.

# Prior Employment Accomplishments

* Marketing Intern at RouteThis
* Freelance art production assistant
* Server at the Stone Lion Pub
* Ice Hockey Referee

# References

Available upon request