




DANA SALVADOR


MARKETING AND COMMUNICATIONS PROFESSIONAL

CONTACT

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 www.danasalvador.com

EDUCATION

UNIVERSITY OF TORONTO

Digital Marketing
Management Certificate

May 2019 - December 2019

Relevant Courses and Activities:
Foundations in Digital Marketing
Management, Social Media
Strategy, Search Engine Marketing

UNIVERSITY OF OTTAWA

Honours BSocSci Double Major
in Communications & Political
Science | cum laude citation

September 2015 - June 2019

Relevant Courses and Activities:
Communication Planning,
Consumer Behaviour, Business
Management, Marketing, Public
Relations

SUMMARY

Over 5 years of diversified marketing experience in the non-profit and corporate industries. High-skilled in a variety of areas including social media management, graphic design, copywriting and strategic communications. Field educated professional with a Bachelor's degree in Communications and a post-graduate certificate in Digital Marketing Management.

EXPERIENCE

FREELANCE DIGITAL MARKETER

Digittent Marketing

January 2022 - Present

- Collaborating with clients and supporting them with their marketing and communications needs
- Managing sole proprietorship administrative duties such as timesheets, finances and work records

COMMUNICATIONS ADVISOR

Ontario Non-Profit Housing Association

November 2020 - December 2022

- Led the management of social media channels & campaigns
- Implemented new best practices to streamline marketing
- Fulfilled a diversity of day-to-day communications duties


PUBLIC RELATIONS OFFICER (CONTRACT)


Help Us Help | National Non-Profit Charity Organization


June 2020 - September 2020


- Created the organization's first annual report & media kit
- Drafted the seasonal newsletter, email updates and communications plans
- Designed promotional ads and graphics for social media

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HARD SKILLS

- Social Media Curation
 - Instagram, Facebook, LinkedIn, Twitter, TikTok, Youtube
- MS Office Suite
- Graphic Design/Videography
 - Adobe Photoshop, InDesign, Illustrator, Premiere Rush, Canva
- Copywriting/editing
- Email Marketing
 - MailChimp, Informz, HubSpot
- Communication planning
- Project Management

SOFT SKILLS

- Creativity and Innovation
- Organization and Planning
- Teamwork and Collaboration
- Research and Analysis
- Interpersonal Communication
- Problem Solving and Critical Thinking
- Ability to Meet Deadlines and Produce Successful Results
- Adaptability

EXPERIENCE

MARKETING COORDINATOR

Altima Dental Canada | National Dental Corporation

June 2019 - December 2019

- Managed & curated marketing of over 100 clinics in Canada
- Developed monthly marketing analytic reports to measure progress of all marketing efforts

COMMUNICATIONS ASSISTANT

Canadian Institute of Planners | National Non-Profit

January 2019 - April 2019

- Drafted marketing content for the 100th annual conference
- Created design concept for organization's new job board

MARKETING MANAGER

Prep101 at University of Ottawa | National Company

September 2017 - September 2018

- Developed brand awareness on campus
- Recruited, managed & coordinated tasks of campus marketers

MARKETING AND PROMOTIONS ASSOCIATE

Canadian Housing And Renewal Association | Non-Profit

June 2017 - April 2018

- Coordinated with staff to plan the 50th annual conference
- Executed various marketing and administrative tasks for E.D.

EXTRACURRICULARS

DANA DIARIES | SOCIAL MEDIA BRAND

Travel and Lifestyle Page on Instagram/TikTok

July 2018 - Present

- Curate travel, food and lifestyle video, stories and posts
- Grow following and engage with audience through content

SOCIAL MEDIA REP | MP ELECTORAL CANDIDATE

Office of Sukhi Jandu - Spadina Fort York MP Candidate 2021

July 2021 - September 2021

- Created meet & greet event flyers and campaign signage
- Networked with residents/businesses within the community