



# AMANDA SINASAC

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## OBJECTIVES

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I am passionate about reinforcing strong brands with creative marketing solutions. I am seeking opportunities involving social media marketing, content development, writing, design and strategy, which allow me to apply my skills in a challenging environment.

## EDUCATION

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### **Advertising and Marketing Communications Management**

Advanced Diploma from St. Clair College, April 2015

### **Hootsuite Certified Professional**

Completed December 2014

## ACCOMPLISHMENTS & AWARDS

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I am a published writer across multiple local news outlets and content sites. I delight in working alongside other creative minds, having collaborated with numerous designers, photographers and filmmakers in my community.

### **Most Creative Project**

Hackforge's 2015 Press Play: Data Journalism Hackathon

### **1st Marketing Prize**

Spotvin's 2015 Windsor Marketing and Music Video Contest

## SKILLS

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### **Copywriting**

Extensively educated in all elements of advertising copy, with an aptitude for fluid and concise writing.

### **Social Media Management**

Able to provide an engaging representation of a brand through their online presence, with experience across all social media platforms. Skilled in the analysis and optimization of content through a variety of social media measurement tools.

## **SKILLS CONT.**

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### **Web Content Development**

Proficient at creating consistent, authoritative, high-quality and newsworthy content.

### **Graphic Design**

Skilled with a variety of software including Adobe Illustrator, InDesign and Photoshop.

### **Web Analytics**

Extensive practical knowledge of the measurement and analysis of visitor response to website content, in order to create added value for a business.

## **EXPERIENCE**

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### **St. Clair College Student Representative Council**

Digital Marketing Coordinator, August 2015 – Present

Responsible for managing and growing the SRC's social media accounts, developing marketing campaigns, coverage of on-campus events and designing all promotional materials for SRC events, opportunities and services.

### **Art Gallery of Windsor**

Social Media Intern, Spring 2015

Planned and implemented a multi-channel social media strategy and assisted in the planning and promotion of community events.

### **Windsor Independent**

Freelance Writer, January 2015 – January 2017

Engage in correspondence with the editor to develop unique, newsworthy ideas for monthly publication. Contributions to this alternative newspaper focus on art, music and local culture.

### **The Urbanite**

Freelance Writer, January 2014 – January 2015

Responsibilities included generating biweekly story ideas for editor consideration, researching, conducting interviews and writing approved articles for the paper's arts and culture sections.

## **REFERENCES AVAILABLE UPON REQUEST.**

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