

David Levy

Dlevy025@gmail.com ❖ (647)-773-5272 ❖ Toronto, ON

SKILLS & INTERESTS

Skills: Marketing, Videography, Video Editing, Adobe Creative Suite, Final Cut Pro X, Microsoft Office Suite.

Interests: Digital Media, Film, Marketing, Advertising, Social Media, Communications.

Portfolio: <https://dlevy025.wixsite.com/davidlevy>

EDUCATION

Seneca College

April 2021

Ontario College Graduate Certificate, Marketing Management (MKM)

Wilfrid Laurier University

April 2020

Honours Bachelor of Arts, Communications Studies, Digital Media Concentration with a Management Option and Co-op

WORK EXPERIENCE

Kreitmaker

May – September 2020

Digital Marketing Coordinator

Toronto, ON

- Developed a digital catalog of products to facilitate sales and advertisement of the company.
- Aligned website and social media strategies with integrated marketing and communications strategies.
- Oversaw all aspects of video promotion projects from pre-production to post-production.

Alumni Relations, Wilfrid Laurier University

April – December 2019

Digital Marketing Specialist

Waterloo, ON

- Produced promotional video content to showcase alumni events, such as Homecoming 2019.
- Wrote and edited copy to engage with a diverse alumni audience and to support strategic initiatives.
- Monitored social media accounts using Sprout Social, engaged with alumni community with appropriate tone, curated quality content, and interpreted analytics.

Laurier Recruitment, Wilfrid Laurier University

May 2018 – April 2020

Laurier Student Ambassador

Waterloo, ON

- Exhibited strong oral communication skills and attention to detail through the execution of campus tours for parents, students, and special guests.
- Demonstrated innovative ideas through special projects such as targeted Instagram takeovers promoting Ambassador hiring and social media strategies to reach prospective students during COVID-19.

Harbourfront Centre

June 2017 – September 2018, Seasonal

Camp Director

Toronto, ON

- Responsible for the programming, administration, and execution of the Culinary Camp program
- Accomplished superior customer service for parents of campers by addressing questions and concerns in a promptly manner.

EXTRACURRICULAR AND VOLUNTEER EXPERIENCE

Wilfrid Laurier Students' Union, Wilfrid Laurier University

April 2019 – April 2020

Orientation Week Communications Executive

Waterloo, ON

- Facilitated the photography, videography and social media coverage for Laurier Orientation Week 2019.
- Executed marketing campaigns targeted towards first year students that led to an increase of tickets sold from the prior year.

Wilfrid Laurier Students' Union, Wilfrid Laurier University

May 2018 – April 2020

Digital Marketing Executive

Waterloo, ON

- Responsible for the marketing and promotion of Students' Union led events during the school year to encourage student engagement at Laurier by coordinating with various student run associations.
- Applied creativity to engage students to get involved Students' Union led activities by applying innovative social media campaigns, such as augmented reality filters.

5 Days for the Homeless, Wilfrid Laurier University

November 2018 – April 2019

Marketing Director

Waterloo, ON

- Tasked with garnering awareness for the Laurier 5 Days for the Homeless campaign that aims to support individuals that are experiencing homelessness in the Kitchener-Waterloo area.
- Communicated effectively with various channels within the 5 Days team to aid the design of promotional videos and graphics to ensure the exposure of events.

Wilfrid Laurier Students' Union, Wilfrid Laurier University

July 2017 – April 2019

Orientation Week Leader

Waterloo, ON

- Supported a group of first year students as a mentor figure during their transition from high school to a university setting.
- Provided ongoing support throughout the academic year by following up with students to ensure that they are having a positive experience while adapting to university.

CERTIFICATIONS

Google Analytics Individual Qualification

May 2020

SlideHeroes Presentation Excellence Certification

October 2020