

Samantha Atkins

Vancouver, BC

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Creative and highly motivated graphic designer with a background in marketing & communications. I have spent the last few years working with B2B agencies, E-Commerce fashion and beauty retailers, and restaurants. Combining my marketing background and graphic design skills, I bring a strategic-minded approach to each project. I specialize in layout design, packaging design, and branding. My work often incorporates bright colours and a fun approach. My design style is very flexible and I am easily inspired.

PROFESSIONAL EXPERIENCE

CROWN ISLE GOLF RESORT & COMMUNITY

Courtenay, BC

Marketing Specialist (Limited Contract)

Jan. 2023—Aug. 2023

- Managed the marketing duties for the Resort side of the business, including all social media profiles
- Executed marketing calendar and provided promotion ideas, ie. paid Facebook and Instagram advertising to promote events and hotel packages to new audiences outside of our followers list
- Created content for Instagram, TikTok, LinkedIn & Facebook, including filming golf tournaments, interviewing players, creating video from weekly podcast, and pro shop/restaurant promotions

CHEWY CREATIVE AGENCY

Courtenay, BC

Social Media Manager (Freelance)

Oct. 2021—Aug. 2023

- Chewy Creative provides social media management and content creation services
- Managed a portfolio of 5+ clients across Canada and the USA, including CURLBOX and the Comox Valley Airport Commission; advised on/assisted with brand strategy
- Created and implemented content calendars; curated and designed unique and strategic content for Instagram, Facebook, LinkedIn and Pinterest; sourced UGC and coordinated Brand Ambassador content

COMOX VALLEY CHAMBER OF COMMERCE

Courtenay, BC

Communications Coordinator (Contract)

Oct. 2021—Jan. 2023

- Coordinated the bi-weekly eNewsletter, including managing advertising bookings and production schedule, and designing using ConstantContact
- Conceptualized, wrote, and edited the Chamber's monthly contribution in the VI Business Examiner
- Managed all social channels including building a content calendar based on upcoming events and paid member advertising, created board presentations to update on social media analytics

DIGITAL MARKETING INTERN

Remote

Kyi Kyi (Seasonal Support)

Oct. 2020—Jan. 2021

- Kyi Kyi is a Montréal-based eCommerce fashion brand; I supported Black Friday + Christmas digital marketing and handled customer inquiries and complaints on social media
- Influencer marketing: selected relevant influencers, reached out, and agreed upon campaigns with 10+ micro-influencers; monitored posts, documented analytics + best performing influencers
- Created video content for Instagram and TikTok, as well as creative for paid Facebook advertising; scheduled content from Brand Ambassadors and UGC into the content calendar

EDUCATION

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Graphic Design Certificate

Vancouver, BC

Sept. 2023—April 2024

CARLETON UNIVERSITY

Bachelor of Communications & Media Studies, Minor in Film Studies

Honours with High Distinction

Senate Medal for Outstanding Academic Achievement

Ottawa, ON

Sept. 2017—June 2021

ADDITIONAL SKILLS

- Proficient in MS Office
- Proficient in Adobe Creative Suite (InDesign, Illustrator, Acrobat, Photoshop, Lightroom)
- Copywriting (social, web, and ad copy)
- Functionally Bilingual (French)
- Project management (Independent & Team)
- Newsletter/Email Marketing (Constant Contact, MailChimp)
- Airtable, Asana (project management/content calendars)
- Digital Marketing — Facebook, Google, and Pinterest Paid Advertising
- HTML/CSS
- WordPress, Webflow, Squarespace, Web Design

References available upon request.