

DANNIELLE JAMES

MULTIMEDIA DESIGNER & CONTENT CREATOR

CONTACT INFO:

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PROFILE

I am looking to apply and leverage my skills in: content creation, videography, motion graphics, and social media marketing, through a position within the field of Digital Communications

CORE SKILLS:

- Final Cut Pro X
- Adobe Creative Cloud
 - Premiere Pro & After Effects
 - Illustrator
 - Photoshop & Lightroom
- Social Media Management
- Graphic Design
- Motion Graphics
- Branding

ACHIEVEMENTS

- Created & launched a social media campaign for a political candidate, reaching 15K people and resulting in the best ever result for the party in the target riding
- Rebranded social media videos & assets for 96.9 Radio Humber, resulting in more original content to be shared on all platforms

EDUCATION & CERTIFICATIONS

Bachelor of Digital Communications

Humber College

2017 to 2021 (Expected)

Social Marketing Certification

Hootsuite

Issued: July 2019

Hootsuite Platform Certification

Hootsuite

Issued: April 2019

WORK EXPERIENCE

Videographer

IGNITE Student Life | September 2019 - Present

- Produces original and engaging video content relating to all IGNITE services, events and initiatives for website and social platforms (Facebook, Youtube, Instagram)
- Coordinates and conducts interviews to acquire the required information for video production
- Assisted content team with transitioning video content from YouTube to IGTV, resulting in an increase in views and engagement on all videos

Social Media Intern

96.9 Radio Humber | June 2020 - August 2020

- Promoted new music releases for a variety of Canadian artists/bands including: Keys N' Krates, Monowhales, Yukon Blonde, Sameer Cash & Ben Kunder
- Edits and creates promotional videos for the station's social media platforms (i.e. Facebook, Twitter, Instagram, YouTube)
- Assists in rebranding process, through creating original templates for various media assets (ex. videos, graphics, thumbnails)
- Assists with scheduling of daily deliverables & social media posts through the Hootsuite platform, as directed by the management team

Motion Graphics Designer (Freelance)

CPRS Toronto | June 2020 - August 2020

- Designed all motion graphics for the Canadian Public Relations Society (CPRS) - Toronto Chapter's 2020 ACE Awards ceremony, one of their most important events of the year recognizing some of the best works in public relations, as judged by some of the most accomplished professionals in the industry.

Social Media Marketing Strategist

Caledon Business Innovation Zone | September 2018 - December 2018

- Created social media campaign for the 2019-2020 year through a course-related competition, in which our team placed second out of twelve teams
- Demonstrated leadership, team-building, and time management skills through project management throughout the term
- Conducted social media audits and created deliverables (video, graphic, & photo-based mockups), copywriting and social media calendars to assist in marketing strategy

Content Creator & Strategist

Robyn Vilde for Eglinton-Lawrence Campaign | February 2018 - June 2018

- Planned, launched, and managed social media accounts for the campaign (Facebook, Instagram, Twitter)
- Created all digital marketing materials for the 2018 Ontario provincial elections, which reached 15K people and resulted in the best ever result for the party in the riding of Eglinton-Lawrence

VOLUNTEER EXPERIENCE

Videography: Studio & Mobile Productions

Rogers TV | June 2016- December 2016

- Worked primarily on studio productions/broadcasts of: Peel Sports, ROPSAA Sports, and other lifestyle shows on the Rogers TV Mississauga channel, assisting in audio & camera operations, as well as directing episodes
- Assisted in the live mobile broadcast of OHL coverage for the Mississauga Steelheads' home games through camera operation and setup