

Mariana Merino

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Creative **Content Creator** possessing a keen understanding of social media platforms and audience preferences. As an integral member of a collaborative team, I contribute to the generation of innovative social content designed to incite meaningful conversations. A risk-taker, unafraid to challenge industry norms.

QUALIFICATION HIGHLIGHTS:

- I create a versatile array of content tailored to concept and style with platform specific tools; planning, shooting, and editing social media posts
- Serving as a curious storyteller, I am proficient in compelling content that strategically distinguishes a brand from others in the online sphere
- I possess social expertise with the ability to discern emerging trends and identify opportunities within the social landscape while aligning to brand's identity

WORK EXPERIENCE

Content Creation / Digital Marketing

August 2022 – Present

House of Arts, Toronto ON

- Curates creative digital content aligned with current trends to elevate the digital experience for customers across email, social media, and the website
- Creation of social media calendars, ideas and strategies that align with the brand's goals to maximize content impact and optimize audience engagement
- Produces a wide range of meaningful, high-quality content, from banners, visuals, announcements, Reels, TikToks and more through storytelling
- Manages social media analytics, yielding a notable 22% monthly growth in meaningful engagement on Instagram

VOLUNTEER EXPERIENCE

Chair of Marketing Committee

February 2022 – May 2022

Seneca College, Toronto, ON

- Took a leadership role in promoting the event "Make It Happen" crafting social media content, using graphic design abilities through various platforms including Adobe Illustrator and Photoshop
- Creation of quarterly social media strategies ensuring a consistently active presence through proactive research and collaborations to promote the event
- Crafted compelling content for social media creations, websites, and newsletters, ensuring effective reader engagement and resonance with target audience

EDUCATION

Event Marketing Postgraduate Certificate

May 2022

Seneca College of Applied Arts and Technology

Fall 2021 – Presidents Honor List GPA 3.8

International Business College Diploma

Business Centennial College of Applied Arts and Technology GPA 3.3

May 2021

SKILLS

- Storyteller
- Multilingual (ESP/FR/ENG)
- Time Management
- Team Collaboration
- Microsoft Suite & Adobe
- Content Creation
- Design
- Photography