

Breanna Rowe, B.A. (Honours)

Brampton, Ontario

[Portfolio Website](#)

647-515-7693

breannaro@outlook.com

PROFESSIONAL SUMMARY

- Coordinate and execute effective promotional campaigns with artists (e.g. Clerel, Kalisway, Sean Jones) and businesses (e.g. Canadian Music Week, It's Ok* Studios, Grand River Black Music Festival and Conference) to increase brand awareness, customer retention, and overall growth rate.
- Create engaging material and develop content (i.e. Instagram reels/posts, web articles, videos, etc.) that increases user engagement, as seen on my [website](#).
- Graduate from the York University Honours Creative Writing program on the Deans Honour Roll.

SKILLS

- **Mailchimp**
- **Salesforce**
- **Microsoft Office Suite**
- **Google Analytics**
- **Google Search Control**
- **Meta Business Suite**
- **WordPress**
- **Adobe Creative Cloud**
- **Canva**
- **Multitasker**
- **Problem Solving**
- **Content Strategy and Management**
- **Creative Writing**
- **Copyediting**
- **Budget Management**
- **Trend Awareness**
- **Project Leadership**
- **Recruitment and Hiring**

WORK EXPERIENCE

Social Media Coordinator, Contract Role | October 2024 – December 2024

Holiday Helpers. Toronto, ON.

- Execute social media marketing campaigns for Instagram, Facebook, and LinkedIn. Develop and adhere to a content schedule, track performance metrics, and ensure ROI objectives are met.
- Successfully increased their Instagram follower rate by 20% in two months.
- Use Mailchimp to write biweekly newsletters that promote Holiday Helpers' mission to support 1200 families in need throughout the GTA, Durham, and Hamilton regions.
- Design a variety of physical banners for Holiday Helpers' warehouse space, made in line with brand identity and highlighting their seasonal theme.
- Use B2B marketing strategies by collaborating with corporate partners such as FedEx, OMERS/Oxford Properties Group, The Beer Store, and more to create promotional content that highlights their contributions to Holiday Helpers.
- Engage with followers by replying to comments, answering inquires, creating interactive polls, reposting their Instagram stories, and more.

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Media Coordinator, Part Time | April 2024 – September 2024

Black Music Canada (BMC). Vaughan, ON.

- Develop effective content strategies/campaigns (i.e. modernizing brand appearance to be more UX/UI friendly) that improve conversion rates, ROI, and user following. Increased their social media follower rate by 14% in one month, successfully boosting their user engagement.
- Coordinate with artists, festivals, and venues to develop promotional material, e.g. engaging articles, in-person artist interviews, and visual designs.
- Utilize Meta Business Suite and Google Analytics to monitor performance metrics, optimize content scheduling, and track user demographics and engagement.
- Lead the editorial team and oversee content production by assigning, editing, and proofreading written material before scheduling its publication.
- Attend events such as “Canadian Music Week,” “The Grand River Black Music Festival and Conference,” and “The Black Nerds: Lost Soulz” film premiere, to conduct on-site interviews, increase brand visibility, and create content for BMC’s social media.
- Conduct market research to stay ahead of trends and competitors.
- Conduct job interviews for junior copywriter positions.

Content Writer, Internship | June 2023 – March 2024

Black Music Canada. Vaughan, ON.

- Pitched compelling and creative content that grew site traffic, then became trusted with leading larger projects with longer timelines.
- Assisted editorial team in content creation by staying up to date on social media trends, entertainment news, and user feedback.
- Ensured content is search engine optimized (SEO) and user-friendly on social media and WordPress.
- Led a project that showcased 24 artists under the age of 24. Conducted artist interviews, researched their platforms, and developed visual media for both TikTok and Instagram. Formed positive artist relationships and increased brand visibility by boosting user engagement.
- Attend festivals and concerts to document and provide coverage on social media platforms.

Seasonal Sales Associate, Part Time | September 2022 – January 2023

Indigo Books & Music. Brampton, ON.

- Recognized for building customer loyalty by readily answering their inquiries, informing them on store events, policies, and merchandise availability.
- Maintained store organization by restocking low quantities, cleaning display shelves, and reorganizing misplaced merchandise.
- Operated POS system and successfully promoted the Plum Plus Card’s financial benefits to customers.

Seasonal Sales Associate, Part Time | August 2021 – October 2021

Follet Corporation – Sheridan Campus Bookstore. Brampton, ON.

- Listen and communicate effectively to fulfill the needs of customers.
- Operate POS system on cash register, accepting cash, credit, and financial aid payments.
- Contribute to a welcoming store environment by stocking shelves, pricing merchandise, and assisting in setting up displays and signs.

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EDUCATION

Bachelors in Honours Creative Writing | 2019 – 2023

York University, Toronto, ON

- Developed literary knowledge by studying various authors, writing methods, and genres to create new and engaging pieces of writing.
- Created multi-media work of prose and imagery on topical societal issues.
- Completed team projects by coordinating tasks in a predefined timeline.