

# ALISHA PINTO

SOCIAL MEDIA • MARKETING • COMMUNICATIONS

## HOW TO REACH ME

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## EDUCATION

### Trinity Western University

*Bachelor of Arts in Theatre and Communications*

#### Achievements

- Elected representative of Arts department
- Received Scholarship for academic success
- Wrote multiple articles for the University Newspaper
- Stage Managed 3 productions

## SKILLS/TRAINING

- Social Media Strategy
- Google Ads
- Facebook Ads
- SEO/SEM Strategy

## PROFICIENCIES

### Graphic Design

Adobe Suite Illustrator | Photoshop |  
InDesign | Premiere Pro | After Effects

### UX/UI and Web Design

HTML | CSS | Figma | Adobe XD | Wordpress

### Social Media Marketing

HootSuite | Canva | MailChimp

## CAREER SUMMARY

### Marketing Assistant

Adanac Sales LLP | May 2022 to present

- Created digital graphics for marketing campaigns
- Designed brochures and flyers and provided detailed printing instructions to print shop
- Redesigned website and coordinated with the developer to execute all aspects

### Graphic Designer

Learning Commons TWU | Jan 2022 to April 2022

- Created posters and flyers for events
- Coordinated design concepts with social media manager for each event and campaign
- Attended all tutor and design meetings to organize

### Department Representative

TWUSA | Sep 2021 to March 2022

- Organized events for students (movie nights, open mics etc)
- Collaborated with multiple representatives to organize social events
- Developed graphics to market events. (posters, flyers, hand-outs)

### Freelance Graphic Designer

Sep 2020 to March 2022

- Created graphics using Illustrator, InDesign, Photoshop, Canva, and Figma.
- Followed brand guidelines to create effective graphics that spoke to the specific target audience.
- Produced drafts for client review and made revisions based on feedback received

### Receptionist

Community Services Association | May 2018 to Aug 2018

- Answered and directed calls
- Kept track of memberships and encouraged customers to become members
- Attended weekly meetings at took notes which were later converted into detailed emails.