

Sam Ridgway



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Relevant Experience

Marketing

- excellent knowledge of and promotional use of social media, including use of scheduling tools and development of social media campaigns
- experience delivering engaging and unique social media marketing for Boardwalk Rental Communities, Lakeview Physiotherapy, Pi Beta Phi Alumnae Association, and other volunteer and student work
- ability to develop marketing content, most recently through a position as Marketing & Communication Assistant with Boardwalk Rental Communities

Multimedia Development

- highlevel ability to design and create original content using Adobe Illustrator and InDesign
- strong capability in editing photo and video content using full Adobe Editing Suite
- experience developing web pages and content, including writing and editing Html5 code for personal website
- successful production and maintenance of style guides, most recently including a web guide for personal website use
- experience with PC and Mac platforms as well as all Microsoft Office tools and Adobe suite photo, audio, and video editing software
- creation of design templates and promotional materials, including photographic edits, marketing videos, and graphic design of advertising materials

Project Organization and Coordination

- organizing workshops and activities for personal development for individuals of a variety of ages
- planning and executing social events for individual enjoyment, fundraising, and awareness for nonprofit and alumnae organizations
- coordination and on-site support of fundraising events for philanthropic ventures for Cerebral Palsy Association in Alberta and Pi Beta Phi

Education History

Bachelor of Communication
JOURNALISM MAJOR
Mount Royal University
2014-2017

Bachelor of Arts
UNDECLARED STUDY
University of Alberta
2011-2013

Employment History

Marketing & Communication Assistant
BOARDWALK RENTAL COMMUNITIES
2016 - 2017

Development and Events Coordinator
CEREBRAL PALSY ASSOCIATION IN ALBERTA
2016

Administrative and Marketing Assistant
LAKEVIEW PHYSIOTHERAPY
2015 - 2016

Event Marketing Assistant
MOUNT ROYAL UNIVERSITY
2015 Seasonal

Guest Services Representative
CALAWAY PARK
2015 Seasonal

Nanny
PRIVATE RESIDENCES
2013-2015

Volunteer Experience

Social Media & Graphic Desgn Intern
HSCA
2016 Seasonal

Vice President of Communication
PI BETA PHI ALUMNAE CLUB
2013-2016