



Marissa Harley

DIGITAL CONTENT CREATOR & MANAGER | WATERLOO, ON

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WORK EXPERIENCE

STEPPING STONE ORTHOTICS

Blog and Content Manager
September 2017 - Present

- Produces copy and graphic content for monthly blog posts
- Composes monthly emails sent to clients via Constant Contact
- Captures and edits a range of photo and video content
- Collaborates with Shannon Bunnett, Certified Canadian Pedorthist (C)

INLINE K9'S

Social Media and Website Manager
June 2017 - June 2018

- Designed graphics and copy for Instagram, Twitter, and Facebook
- Successfully executed website redesign using Wix
- Expanded clientele by 5% through seasonal campaigns and service advertisements

SUN LIFE FINANCIAL, INC.

Digital Content Coordinator, Internship
June - August 2016

- Designed wireframes for new internal pages for Chinese marketing materials
- Gathered and analyzed data on internal site pages and presented findings and recommendations to stakeholders
- Engaged with members of the analytic, video, and user experience channels to develop technical skills and understanding

SKILLS

Social Media Management

Copywriting, design, written and verbal communication

Photography and Videography

Photoshop, Premiere, iMovie,

Web Analytic Software

WebTrends, Google Analytics

Graphic Design

Illustrator, website design, concept development

Languages

Native English, Intermediate French language - A2 (CEFR)

EDUCATION

UNIVERSITY OF WATERLOO

Bachelor of Global Business & Digital Arts, Honours - June 2017

Earned a place on the Dean's Honour List in 2016 and 2017.

Certificate of Global Experience - June 2017

Successfully completed an international volunteer experience, a study abroad term, and two intermediate French courses

TILBURG UNIVERSITY, THE NETHERLANDS

Study Abroad Term, January - May 2016

Top courses included Human Media Interaction, Corporate Social Responsibility, and Innovation & Technology Management.

VOLUNTEER EXPERIENCE

GIRL GUIDES OF CANADA

Unit Guider, Travel Ambassador
September 2017 - Present

- Manages communication on a daily basis between unit leaders and girl members and their parents
- Collaborates with leaders to plan and lead weekly meetings, activities, and camps

CREEKSIDE CHURCH YOUNG ADULTS

Social Media Coordinator
January 2018 - June 2020

- Created graphics and copy for the Instagram and Facebook accounts on a weekly basis
- Worked closely with a team of coordinators to plan monthly events for a group of 90+ young adults