

CHLOE ATIENZA

CONTACT

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EMPLOYMENT EXPERIENCE

CONTENT CREATOR

FRAMAR | MAR. 2024 - CURRENT

- Content creation from conception to finish
 - TikTok, Instagram, Facebook, YouTube
 - Gained over 300K followers on TikTok
 - Focus on EGC
 - Product launch videos
 - Digital advertisements
- Social media management
 - Planning and scheduling
 - Community relations

SOCIAL MEDIA & MARKETING ASSISTANT

WHIRLPOOL JET BOAT TOURS | APR. - NOV. 2023

- Content creation from conception to finish
 - TikTok, Instagram, Facebook, YouTube
 - Gained over 110K followers on TikTok
 - Gained over 3K followers on Instagram
- Social media management
 - Planning and scheduling
 - Community relations
- Customer care
 - Monitoring and responding to all public reviews
 - Google Reviews, Trip Advisor, Yelp
- Influencer relations
 - Coordinating influencer visits and trips
 - Ensuring exceptional trips onsite

COMMUNICATIONS & SOCIAL MEDIA COORDINATOR

DOWNTOWN NIAGARA FALLS BIA | JAN. - AUG. 2022

- Managing all social media platforms
- Press releases, monthly newsletters, blogs, and guidebooks
- Website editing and social media monitoring
- Marketing BIA events and member events across platforms

SOCIAL MEDIA AND MARKETING ASSISTANT

CIVICONNECT | MAY - AUG. 2022

- Assisted with marketing for the first year of their summer camp program
- Writing press releases and captions for all social media posts
- Content creation from conception to finish

COMMUNICATIONS STUDENT

CITY OF QUINTE WEST | MAY - SEPT. 2021

- Assisted in social media presence and marketing of several campaigns
- Website editing and social media monitoring

INTERNSHIPS

MEDIA AND COMMUNICATION INTERN

CITY OF PORT COLBORNE | SEPT. 2023 - APR. 2024

- Content development for Instagram
 - UGC
- Administrative tasks
- Brock CPCF Experiential Learning placement

MARKETING INTERN

RUGBY ONTARIO | JUN. - AUG. 2023

- Developed a marketing plan for the Niagara Rugby Club
- Administrative tasks
- Fundraising planning and promotion

EDUCATION

BROCK UNIVERSITY

- Bachelor of Arts in Media and Communication Studies (Honours)
 - Minor in Digital Culture

CERTIFICATIONS

SEO-SEARCH ENGINE OPTIMIZATION

HubSpot

SOCIAL MEDIA MANAGEMENT

HubSpot

SOCIAL MEDIA SIMTERNSHIP

Stukent - Social Media Management

TIKTOK UNIVERSITY CERTIFICATION

TikTok University

STANDARD FIRST AID, CPR, & AED

St. John Ambulance Ontario

SKILLS

- | | | |
|------------------------------|-----------------------|--------------------|
| • MS Word, Excel, PowerPoint | • CapCut | • Notion |
| • G Suite | • Airtable | • Final Cut Pro |
| • Later | • MailChimp | • CrowdRiff |
| • Adobe Creative Suite | • Meta Business Suite | • CP Style Writing |
| | • WordPress | • Planable |