

kimly



truong

contact

(519) 803 - 3680
hi@kimlytruong.com
kimlytruong.com

education

Bachelor of Global Business and Digital Arts

University of Waterloo Stratford School of Interaction Design and Business, 2015 - 2019

work

note:
I am currently working part time as a keyholder at Softmoc Shoes.
(January 2020 - Present)

Digital Media Intern | Aiori Jewellery

March 2022 - June 2022

Create and execute content calendars for social media channels such as Instagram and Tiktok. Compose e-mails to promote product/collection launches on Klaviyo. Utilized Planoly for scheduling Instagram posts. Take product photos, study trends, design posts, take and edit videos, as well as engage with social media users.

Marketing Director | Ambitious Realty Advisors Inc.

November 2021 - January 2022

Assist Broker of Record as well as Deals System Administrator with any given task. Design and manage Ambitious Realty's social media channels while assisting a team of 20+ realtors with their social media as well. Create a variety of graphics such as brochures, hand outs, signs, posts, etc. Plan monthly happy hours, notably the Wellwood Happy Hour, helped raise \$7000+ for their support programs.

Digital Media and Marketing Specialist Training | 360[4]Youth

August 2021 - November 2021

An 8-week online training program in soft, hard & employability skills with a focus on photography, photoshop, illustrator, canva, mailchimp, microsoft office, g-suite, videography, video editing and social media marketing. Lead a 1.5 week complete rebrand of a local Hamilton Company as the team's Creative Director.

proficiencies

Adobe Creative Suite:	Branding	Social Media
Photoshop	Graphic Design	User Research
InDesign	Marketing Strategy	User Testing
Illustrator	Sketch	UX/UI

view more