

MARISSA DOMENIQUE RACCO

☎(289) 208-3719

✉marissaracco@gmail.com

📍Oakville, ON L6H

SKILLS

- Adobe Programs
- Brand Building
- CRM Proficiency
- Deadline-Oriented
- Engaging Personality
- Film & Audio Editing
- Microsoft Office
- Multimedia Production
- Using Various Social Media Platforms & Social Content Planning
- Verbal & Written Communication

EDUCATION

WESTERN UNIVERSITY

London, ON - 2015 - 2019
Bachelor of Arts: Media Information and Technoculture

- Study Abroad: Theatre Studies - Queen Mary University, London, UK

FANSHAWE COLLAGE

London, ON - 2015 - 2019
Diploma: TV Broadcasting - Production

- Graduation Dean's List
- Recipient of London Consumer Association Scholarship to Television Broadcasting, 2019

OBJECTIVE

I am a professional social media expert with a proven track record of driving engagement and brand awareness. Skilled in content creation, analytics, and strategic planning, with a strong focus on team collaboration and achieving results. Reliable and adaptable, able to meet changing needs and deliver impactful social media campaigns. Strong creative problem-solving abilities to make valuable addition to any team.

EXPERIENCE

Corus Entertainment - Promotions Assistant

Hamilton, ON - 06/2022 - Current

- Enhanced event experiences by creating visually appealing activation setups and maintaining an inviting atmosphere.
- Managed content creation and posted across multiple Social Media Platforms for Hamilton Radio Stations (Y108 & Energy 95.3), tailoring content to target audiences. As well as, responded promptly to listeners' direct messages.
- Served as an Overnight and Weekend Technical Producer in-studio for the Toronto AM station (640 Toronto).

Marathon Hardware - Account Manager

Mississauga, ON - 03/2021 - Current

- Managed a diverse portfolio of accounts, ensuring each client received personalized attention tailored to their unique needs.
- Cultivated long-lasting partnerships with clients by consistently exceeding expectations and delivering exceptional service. As well as, responding promptly to customer inquiries and requests through the online HubSpot chat platform, ensuring high-quality customer service and satisfaction.

Hailey Reese - Research Assistant

Cambridge, ON - 06/2019 - 12/2021

- Organized research material, maintaining a well-ordered workspace conducive to productivity. As well as, aiding in the preparation of pitches for TV networks & organizing fan mail.

Royal LePage - Marketing Assistant

Oakville, ON - 04/2017 - 04/2019

- Supported paper promotions by completing tasks such as trimming, creasing, binding and then promptly notifying clients when their orders were ready for pick up.
- Managed multiple social media platforms, ensuring a consistent brand voice & message for multiple realtors.