

# LESTER CANAVE

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I thrive in team settings, creating digital campaigns that blend visuals and storytelling to engage audiences.

## EXPERIENCE

Freelancing 01/2025 – Current

DateNight Digital 05/2024 – 11/2024

### Social Media Coordinator

- Assist in consistently delivering detailed and timely client communications, showcasing strong project management skills and dedication to exceeding client expectations.
- Wrote weekly blog posts using keywords and a minimum word count of 500, hyperlinking for optimal organic clicks. Updating blog site through Wix
- Successfully coordinated 4 social media accounts and conducted CRM replies within 24 hours through Sprout Social.
- Initiated a social contesting campaign resulting in a 3,000 increase in followers in 2 weeks
- Maintained a consistent schedule of posting 4x a day for [@datenighttyc](#) 130k followers at the time.
- Facilitate any sponsored posts/giveaways that averaged over 5 partnerships a month, garnering over 1,000 followers a month.
- Researched and identified micro and macro influencers for strategic partnerships across four brand accounts, each targeting distinct audience demographics.

Samurai Media 09/2023 – 05/2024

### Account Manager

- Managed influencer briefs and contracts for multiple brand accounts, ensuring alignment with campaign goals and legal compliance.
- Represented and managed [@KeithPears](#), [@chefdwightsmith](#), and [@cheerstohappyhour](#) for future brand deals, and content quality
- Attended industry trade shows to represent the brand, engage with potential partners, and gather insights for competitive analysis.
- Oversaw about four brand partnerships monthly
- Generated campaign reports on Google Sheets containing content summaries and post analytics one week after posting.

Gotstyle 01/2020 – 01/2023

### Digital Marketing Manager

- Using Later for content planning on social channels. Utilizing Canva and CapCut for creating content for both the [@gotstylemen](#) and [@gotstylewomen](#) accounts.
- Assist in planning in-store events from a private 25-person dinner to a 200+ person party.
- Used Klaviyo to manage weekly newsletters with 20k subscribers, curating valuable content and driving audience engagement with a 20% open rate.
- Created a social media campaign on IG that resulted in a 50% increase in sales
- Coordinate logistics for photoshoots with models and vendors, managing timelines and expectations to ensure all deliverables met marketing campaign deadlines while enhancing visual brand representation.
- Update the Shopify website with accurate SKU photos and product information for over 200 products.

## EDUCATION

York University/ Sheridan College Joint Program 2017

### Bachelor of Design

Brainstation 2019

### Certificate of Digital Marketing

## SKILLS

Adobe Suite, Canva, CapCut, Campaign Management, Slack, Microsoft Office, Google Analytics, Time Management, Content Strategy, Email Marketing, Content Strategy, Community Management, Project Management, Photography, Leadership, Influencer Marketing