

# giordana provenzano

## art director + content creator

416 998 5230

giordi99@gmail.com

linkedin.com/giordana-provenzano

giordanaprovenzano.ca

creative and results-driven digital communications specialist with expertise in fashion management, media design, and content creation. skilled in managing cross-platform campaigns, developing multimedia assets, and boosting social media engagement through strategic insights. proven ability to align brand messaging across corporate, retail, and freelance roles.

## experience

### LIVING BEAUTY INC. — Retail Marketing Intern

November 2024 - present

- executed marketing campaigns across wholesale, B2B, and D2C channels, driving engagement through seasonal promotions, product launches, and strategic partnerships.
- managed public relations efforts, including press releases, influencer outreach, and internal media list updates, to strengthen brand visibility.
- supported experiential marketing initiatives, such as in-store activations, off-site events.

### HARRY ROSEN — fashion advisor

september 2021 - present

- developed strong relationships with high-end clientele, providing luxury fashion advice and ensuring a consistent, elevated shopping experience.
- exceeded personal sales targets through product knowledge, customer service, and relationship building.
- worked closely with management to ensure visual merchandising standards aligned with brand identity and drove customer engagement on the selling floor.

### AECON GROUP INC. — digital communications specialist

march 2024 - september 2024

- developed, executed, and measured strategic social and digital media campaigns, leading to increased audience engagement and brand visibility.
- produced dynamic video, graphic, and multimedia assets aligned with Aecon's vision, elevating the company's reputation in the market.
- captured and transformed project site content into compelling narratives for various media platforms, enhancing audience connection with Aecon's projects.
- enhanced Aecon's digital presence through trend analysis and benchmarking, driving increased engagement across social platforms.

### GIORDI & CO. — freelance digital media + content specialist

june 2017- present

- developed marketing strategies, content, and designs for clients such as York University, BILD GTA, Bell Media, 7camicie Canada, and many more, improving brand visibility and audience engagement.

## **THE SOURCE** — interactive media designer + content creator

august 2022 - january 2024

- led the creation of engaging content across digital platforms (google ads, social media) to boost brand visibility and audience engagement.
- spearheaded the execution of the Q4 2023 holiday social campaign, resulting in 15.8M impressions and significantly boosting brand visibility during the crucial sales period.
- managed end-to-end social and web content production, ensuring seamless execution and consistent brand messaging.

## **HARRY ROSEN** — digital production specialist

january 2022 - july 2022

- collaborated with the marketing team to manage vendor outreach and upload digital assets (product images and descriptions) to the content management system.
- conducted website audits, maintained style guides, and organized production plans, ensuring high-quality presentation and consistency across platforms.

## **MEDPROS** — social media specialist

march 2021 - june 2021

- responsible for building and executing social media strategies through competitive research and audience identification in the healthcare industry.
- created strategic marketing and engagement plans outlining objectives, tactics, timelines, budgets and key performance indicators (KPIs).
- generated, edited, moderated and shared daily social content across multiple platforms (facebook, X (formerly twitter), linkedin).

## **education**

### **HUMBER POLYTECHNIC** — fashion management, postgraduate certificate

september 2024 - present

expected graduation: august 2025

### **HUMBER POLYTECHNIC** — creative advertising, BA (honours)

september 2018 - august 2022

specialization: art direction

## **certifications**

accessible design in digital media (2021)

hootsuite platform certification (2021)

hootsuite social marketing certification (2021)

google garage: the fundamentals of digital marketing (2021)

# giordana provenzano

## art director + content creator

416 998 5230

giordi99@gmail.com

linkedin.com/giordana-provenzano

giordanaprovenzano.ca

### strengths + skills

adobe creative suite

web design

attention to detail

video editing

typography

social media platforms

content creation

knowledge of industry trends

project management

communication skills

problem-solving

adaptability