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# AYOMIDE DA-SILVA

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## CONTACT

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📍 504 Main Street

## EDUCATION

2023 - Present  
RED RIVER COLLEGE POLYTECHNIC

- Creative Communication

2021 - 2022  
BABCOCK UNIVERSITY  
• Mass communication

## DIGITAL LITERACY

- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint
- Google Docs
- Google Sheets
- Google Slides
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro
- Canva
- Microsoft Teams
- Google Meet
- Hootsuite
- WordPress
- Microsoft Teams
- Google Meet
- Notion

## PROFESSIONAL PROFILE

- Results-oriented Communications professional with expertise in copywriting and content creation, demonstrating a strong ability to develop engaging messaging across digital platforms.
- Proven collaborator with a track record of successful partnerships alongside graphic designers and social media managers to deliver integrated marketing campaigns.
- Skilled content creator specializing in social media optimization, with a focus on developing engaging short-form video content for Facebook and Instagram Reels.
- Strategic communicator adept at crafting culturally sensitive messaging that drives engagement across diverse audience segments.

## EDUCATIONAL EXPERIENCE

- Developed and executed a comprehensive multi-channel marketing campaign for Manitobah to raise brand awareness and cultural appreciation for the brand's indigenous heritage.
  - Developed and executed a creative brief for a multi-million dollar donation campaign, designing strategic social media initiatives that effectively highlighted the program's mission and significantly increased public awareness.
  - Collaborated with classmates to develop comprehensive brand guidelines for Sober Market, defining and documenting the brand voice, tone, and visual identity to ensure consistent and impactful communication.
  - Developed and executed high-impact copywriting campaigns across video and audio platforms, incorporating data-driven insights to craft messaging that resonates with target demographics and drives engagement.
  - Collaborated with a cross-functional team to develop and present a strategic marketing proposal for a childcare facility, encompassing market analysis, positioning strategy, and implementation roadmap.
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# AYOMIDE DA-SILVA



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## LANGUAGES

- English: Fluent
- Yoruba: Fluent

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## SKILLS

- Time management
- Multi-event coordination
- Deadline management
- Public speaking and presentation abilities

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## VOLUNTEER EXPERIENCE

- Wrapping for a Cure 2024 to support Cystic Fibrosis research.
- Crecomm Info Night at RRC Polytechnic

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## WORK EXPERIENCE

**Habitat for Humanity Manitoba**  
Marketing Intern

INTERNSHIP

- Successfully launched and managed multiple cross-channel digital marketing and social media resulting in improved engagement and retention rates.
- Provided data analytics for said digital marketing and social media contents.
- Built and created a content calendar for the whole of 2025 with plans for content ideas.

**UpHouse**  
Brand Ambassador

Contract part-time

- Created and captured engaging photo and video content aligned with brand guidelines, resulting in increased social media engagement.
  - Represented the company at high-profile events and activations, maintaining professional brand presence while interacting with diverse audiences.
  - Generated detailed post-event reports analyzing consumer engagement and activation success metrics.
  - Tracked and documented promotional activity performance through data collection and analysis.
  - Demonstrated flexibility by managing evening and weekend events while maintaining consistent brand messaging.
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