

EMMA AZULAY

DIGITAL MARKETING & MEDIA

CONTACT

- 📞 416-843-8228
- ✉ hiemmabella@gmail.com
- 📍 Toronto, Ontario

EDUCATION

WESTERN UNIVERSITY

2024 - 2027

- Major in Media, Information, and Technoculture - Bachelor of Arts
- Accelerated 4-year degree, completing in 3 years through course overloads and summer terms

SKILLS

- Multi-platform content creation & strategy
- Social media management & analytics
- Campaign planning & brand consistency
- Adobe Creative Suite, Canva, Meta Business Suite
- Final Cut Pro, CapCut, iMovie
- Microsoft Office, Asana, Microsoft Teams
- Client communication & customer service
- Deadline-driven, highly organized

References available upon request

PROFILE SUMMARY

Digital marketing and media professional with hands-on experience creating multi-platform content that grows audiences and drives engagement. Skilled at turning brand goals into clear, on-brand campaigns across social media, print and digital channels, backed by a track record of measurable growth. Brings strong design ability, analytics awareness and a customer-focused mindset to help businesses reach new audiences.

WORK EXPERIENCE

Marketing and Graphic Design Assistant

04/2025 - 05/2026

Western University

- Planned and produced campus-wide print and digital marketing campaigns reaching tens of thousands of students
- Partnered with departments and stakeholders to translate communication goals into targeted, on-brand content
- Managed multiple projects at once under tight deadlines, incorporating feedback to deliver polished final assets
- Used Adobe Creative Suite (Photoshop, Illustrator, InDesign), Microsoft Office and Asana for design, project management and communication

Social Media Manager

04/2025 - 09/2025

Lubavitch Day Camp

- Grew content reach 500x, from 1,000 to over 500,000 views, through consistent posting, visual storytelling and strategic content planning
- Managed daily content across platforms, capturing and posting real-time updates
- Produced weekly recap videos to engage families and the broader community
- Monitored engagement and analytics to refine content and platform-specific strategy
- Managed comments and direct messages to maintain an active, responsive community

Website and Brand Developer

2021 - 2023

A2B Easy Pack

- Designed and developed the company website, creating a clear, user-friendly online presence that showcased products and services
- Co-designed the company's new logo and branding templates, establishing a refreshed and consistent visual identity
- Applied the new brand across the website, marketing materials and customer-facing communications
- Updated website content and visuals to keep product and service information current