JACK MAO

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Professional Summary

Creative and results-driven marketing professional with a strong understanding of brand identity, digital and print advertising, and multi-channel marketing strategies. Proven ability to communicate effectively with diverse audiences and collaborate within team environments. Proficient at leveraging technical skills to support marketing initiatives and deliver impactful campaigns.

Technical Skills

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Microsoft Office Suite (Word, Excel, PowerPoint)
- Google Workspace (Docs, Sheets, Slides)
- Social Media Management (Hootsuite Certified)
- Customer Relations & Interpersonal Communication
- Research, Reporting, and Data Analysis (Shopify)
- Creative Problem Solving & Team Collaboration

Education

Bachelor of Arts in Creative Industries | Toronto Metropolitan University
2020 – 2024
A unique "Business of Creativity" degree. Unlike a standard Fine Arts or Business program, it focuses specifically on the commercial, managerial, and legal side of the creative arts.

Professional Experience

Label Administrative Intern | Arts & Crafts

September 2023 – December 2023

- Developed promotional marketing strategies, including email campaigns and social media outreach.
- Designed packaging and promotional materials to enhance brand visibility.
- Managed interpersonal communication with clients and partners to support sales initiatives.
- Supported sales promotion activities and contributed to marketing content creation.

Certifications

- Hootsuite Certified – Platform & Social Marketing