

MAGGIE MATIAN

COPYWRITER

 [Digital Portfolio](#)

 maggieamatian@gmail.com

 647-210-3266

 Ontario, CA

AWARDS

**2023 Young Ones Student
Awards, Gold Pencil**

KEY QUALIFICATIONS

- Proficient in Photoshop, Illustrator, Premiere Pro, and After Effects
- Canva design
- Copywriting for blogs, website, headlines and digital marketing
- Proficient in e-mail marketing

KEY SKILLS

- Market research
- Content writing
- Campaign design
- Art direction
- Social media execution
- Excellent organizational skills
- Client retention
- Team player
- Project management
- Fast learner
- Bilingual in English and French

VOLUNTEERING

Mohawk Student's Association
Co-President, Founder
Makerspace Club

PROFILE

Award winning copywriter, and published poet, eager to learn and work alongside creatives in the advertising industry.

EDUCATION

Mohawk College: Advanced Diploma, Advertising and Marketing Communications Management, 2024

Toronto Metropolitan University: Bachelor of Fine Arts, Production, 2018

RELATED EXPERIENCE

The Agency at Mohawk College - Copywriter (September 2023 - Present)

Responsible for managing all copy and assisting in conceptualizing and art direction for Wisp. Tasks include:

- website copy
- social media copy
- logo design
- overall brand refresh and execution
- strategizing custom campaign, and appropriate campaign headline

Theresa Place Media - Marketing Manager (January 2022 - Present)

Responsible for managing multiple clients (including CCI Grand River Chapter and Charitable Gaming. Community Good.):

- social media management
- blog writing, website copy, and social media copy,
- SEO management
- strategizing and understanding analytics
- graphic design
- logo design

Freelance (April 2010 - Present)

Various creative projects, including:

- stage and event management
- copywriting, grant writing, blogging
- concept and logo design
- social media strategy, and virtual administration

MiAgency - Marketing Assistant (May 2021 - September 2021)

Overseeing multiple clients and responsible for:

- social media management
- copywriting and blogging
- social media management
- daily use of HubSpot, Trello, and other CRM organizational tools.

Sue Edworthy Arts Marketing - Marketing Assistant (June 2017 - December 2017)

Responsible for maintaining social media presence and copy for various projects (notably, Canada 150 project Landmarks2017), which included:

- strategizing and writing blog content
- writing press releases
- planning and executing social media posts

***Select experience only. Full resume available upon request.**