

# Daniela Carey

## Digital Marketing Strategist/ Graphic Designer / Photographer & Videographer

Creative Marketing and Design Professional with over 5 years of experience driving brand engagement through strategic storytelling and visual expertise. Skilled in end-to-end project execution, from graphic design and video production to social media strategy and analytics. Proven ability to manage digital assets, enhance brand identity, and deliver high-impact marketing solutions across diverse industries.

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### SKILLS

- Social Media Strategy
- Content Creation
- SEO & Analytics
- Video Production
- Digital Advertising
- Brand Strategy
- Adobe Creative Cloud
- Performance Reporting

### EDUCATION

- Bachelor of Arts in Digital Media and Design**  
Tiffin University | Tiffin, OH (2018 - 2022)
- Associate Certificate in Digital Marketing**  
BCIT School of Business + Media (2024 - Present)

### WORK EXPERIENCE

#### Co-Owner & Director of Marketing & Media

Goalie Factory Lacrosse LTD. | Langley, BC 11/2024 - Present

- **Strategy & Growth:** Developed and executed the social media strategy for a specialized athletic training organization, growing the Instagram account to nearly 1,500 followers in 7 months through targeted content and community engagement.
- **Educational Marketing:** Promoted online coaching programs and in-person camps by creating educational video content and managing paid ad campaigns, directly contributing to the launch of a new European market division.
- **Web & E-Commerce Management:** Built and managed the company Shopify website, launching an online merchandise store and booking system that streamlined the customer experience and increased operational efficiency.
- **Community Management:** Acted as the primary point of contact for the online community, responding to inquiries and engaging with followers to build brand loyalty and trust.

#### Marketing Coordinator

A.R. Thomson Group Inc. | Surrey, BC 06/2023 - Present

- **Social Media Strategy:** Designed and executed social media strategies that increased followers by 68% in 8 months by creating engaging content tailored to Instagram, LinkedIn, and Facebook.
- **Analytics & Reporting:** Monitored SEO and web traffic metrics using Google Analytics and SEMrush, authoring monthly performance reports to drive data-informed marketing improvements.
- **Content Creation:** Collaborated with the product team to produce high-impact digital assets (video, graphics) that aligned with brand identity and supported promotional campaigns.

#### Freelance Digital Marketing Specialist

Design Carey | White Rock, BC 01/2020 - Present

- **Content Creation & Photography:** Delivered professional event photography and videography for major tournaments, creating real-time social media content that significantly increased event visibility.
- **Social Media Management:** Managed social media accounts for diverse clients, creating tailored content calendars that drove consistent engagement growth across Instagram and Facebook.
- **Web Development:** Designed custom websites using WordPress and Shopify, optimizing user experience and integrating SEO best practices to improve search rankings.
- **Branding & Design:** Provided end-to-end branding services, designing logos and marketing collateral that established strong visual identities for new market entrants.

#### Social Media Specialist

BE Power Equipment | Abbotsford, BC 07/2022 - 06/2023

- **Social Media Growth:** Increased followers by 68% in 8 months via targeted campaigns, creating content with Premiere Pro and After Effects.
- **Project Management:** Managed over 100 design projects, coordinating with teams to deliver innovative solutions under tight deadlines.
- **E-commerce Strategy:** Led strategies with major retailers like Home Depot, boosting product reviews and brand visibility.
- **Analytics & Reporting:** Authored monthly SEO and performance reports using SEMrush and Google Analytics to drive data-informed improvements.