

CIARA MACLEOD

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PROFILE

- Curated and managed content across social media platforms including Instagram and TikTok as a social media ambassador for Dalhousie University
- Trilingual communicator through international travel; fluent in French, English and German
- Conducted market research and competitor analysis to find current trends for content planning, audience engagement and the competitor environment

EDUCATION

Bachelor of Commerce Co-op, Marketing Management Dalhousie University	Candidate 2024 Halifax, NS
• 3.5 GPA	
Sciences and Social Sciences Cégep John Abbott	2020-2022 Montréal, QC
High School Diploma Beaconsfield High School	2020 Montréal, QC

PROFESSIONAL EXPERIENCE

Social Media Ambassador Dalhousie University	Sep 2023 - Present Halifax, NS
<ul style="list-style-type: none">• Developed and executed comprehensive social media strategies to enhance university brand visibility and engagement across various platforms, including Instagram and TikTok• Collaborated with university departments, media managers, and students to curate and share relevant content regarding Dalhousie University• Worked with communication team members to create promotional campaigns for Dalhousie's Undergraduate Programs	
Bartender/Waiter/Caterer Casa Rita, Ronnie Catering	Nov 2020 - Present Montreal, QC
<ul style="list-style-type: none">• Cultivated strong relationships with customers, ensuring a pleasant dining experience• Collaborated with clients to organize various corporate and social events• Assisted in training and mentoring new staff members, sharing knowledge of serving techniques and restaurant standards	
Worldpackers Worker Dreamsea Surf Camp	Feb 2023 - May 2023 Costa Rica
<ul style="list-style-type: none">• Volunteered to help the local community through various jobs including; jungle clean ups, cooking meals and providing hands on labour• Participated in community development projects surrounding wildlife conservation and ecosystem management• Organized various experiential learning excursions for cultural immersion and volunteer opportunities	

References Upon Request