

C. MELVINA NWANNA

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SUMMARY OF QUALIFICATIONS

- Knowledge of finance, administrative, marketing, and product development practices
- Knowledge of data analytics, market research, client relations, project coordination, project delivery and timelines, stakeholder meetings and feedback, and value proposition practices
- Experience in brand marketing, social media marketing, and content development
- Experience researching, writing, editing, scheduling, publishing, and presenting content
- Liaises with agile, fast-paced, cross-functional, and high-functioning strategy, project management, user experience (UX) design, marketing, sales, and technology teams
- Produces proposals, documentation, presentations, workshops, and other collateral
- Advanced proficiency in Adobe Creative Suite, G Suite, Microsoft Office Suite (Excel, Outlook, PowerPoint, Word), Salesforce, and content management systems (CMS) like WordPress
- Advanced proficiency in Google Analytics, HTML5, CSS3, PHP, JavaScript, SQL
- Proven sales, leadership, writing, communication, analytical, self-starter, problem-solving, organization, presentation, and public speaking skills through various professional roles

EDUCATION

University of Toronto, Toronto, ON

September 2015 – June 2019

Honours Bachelor of Arts

- Digital Enterprise Management Specialist, Professional Writing and Communication Minor
- Communications, Culture, Information and Technology (CCIT) program
- Relevant Courses: Project Management, Enterprise Risk Management, Contemporary Communication Technologies, Marketing and Advertising, Editing Principles and Practices, Research and Writing, Strategic Innovation

Sheridan College, Oakville, ON

September 2015 – June 2019

Certificate of Digital Communication

- Relevant Courses: User Experience Design, User Interface Design, Advanced Web Design, Interactive Storytelling, Digital Media and Technologies

WORK EXPERIENCE

Customer Representative

May 2019 – Present

Scotiabank, Mississauga, ON

- Onboard customers, update customer information, manage financial and operational risks
- Provide quality customer service to business-to-business (B2B) and business-to-consumer (B2C) clients like financial advisor referrals, third party deposits, and bill payments
- Engage in administrative duties such as managing inventory, meeting minutes, scheduling meetings, preparing customer notes and reports

Digital Marketing and Communication Intern

January 2019 – February 2019

FiXT POINT Arts and Media, Toronto, ON

- Managed social media and email marketing through posting and shareability
- Researched and documented on volunteer management, e-learning, non-profit organizations, partnerships, youth engagement and outreach

Web Designer

June 2018 – September 2018

FiXT POiNT Arts and Media, Toronto, ON

- Updated content and layout of website with additional coding and SEO optimization tactics
- Applied archive content, copywriting, reviewing, and responsive metadata to website
- Research skills developed through exploring best practices for website redesigns
- Drafted website wireframes and templates using Adobe Creative Suite and G Suite

PROJECTS

Freelance Writer, Toronto, ON

September 2017 – Present

- Actively write and submit content to Canadian magazines and journals
- Wrote original content for University of Toronto Mississauga (UTM) campus literary journals

User Experience and Interface Design, Oakville, ON

September 2017 – April 2019

- University of Toronto and Sheridan college combined courses
- Five courses and projects focused on user experience and interface

ONGOING CERTIFICATIONS

Certified ScrumMaster® (CSM®), Scrum Alliance

September 2019 – 2022

- 1-month prior preparation, 2-day workshop, and exam

Certified Associate in Project Management (CAPM)®, PMI

March 2020 – 2024

- 24 hours of project management education, 2-month prior preparation, and exam

VOLUNTEER

Associate to President, Marketing and Outreach Associate UTM Scribes, Mississauga, ON

September 2018 – April 2019

University of Toronto Mississauga Student Union (UTMSU)

- Reached out to creative organizations for collaborations and sponsorships
- Led and delegated tasks for creative writing events
- Engaged in administrative duties like meeting minutes, scheduling and reporting, preparing slideshows, liaising with team members and guest speakers, attending and managing events

Marketing and Outreach Associate

September 2017 – April 2018

DEM Association, Mississauga, ON

University of Toronto Mississauga Student Union (UTMSU)

- Increased external awareness of Digital Enterprise Management Association (DEMA) events through email and social media marketing
- Welcomed and signed-in over 150 attendees to the Youth Entrepreneurs Conference (YEC) event in downtown Toronto