

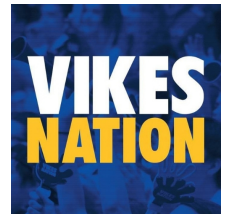
## Digital Media Examples

I've helped build communities online through digital content over the past 6 years through various roles. See below for a few examples of those brands and the aspects that I've contributed to.

### VIKES NATION (University of Victoria)

[www.vikesnation.com](http://www.vikesnation.com)

- Created the brand identity
- Launched an ambassador program to build school spirit through digital content and events
- Created and executed marketing plan for 5 years



### ORIGEN AIR

[www.origenair.com](http://www.origenair.com)

- Created website
- Launched all social media channels
- Created all videos, graphics, e-mail newsletters, and social media content



### SPORT FOR LIFE

[www.getplaybuilder.com](http://www.getplaybuilder.com)

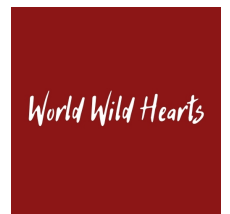
- Created their blog to promote sports involvement for children
- Developed the marketing plan
- Created video content and social media graphics



### WORLD WILD HEARTS

[www.worldwildhearts.com](http://www.worldwildhearts.com)

- Created the brand and website
- Created daily travel content including videos, infographics, and more
- Created and executed monthly marketing campaigns to drive engagement



### VIDEOS (using Final Cut Pro)

- Origen Clean Promo Video - <https://bit.ly/3r9w8ml>
- Origen Air Pitch Video - <https://bit.ly/33Lg4xF>
- Vikes Nation Fall Wrap-Up Video – <https://bit.ly/3iUnjrH>
- World Wild Hearts Canadian Rockies video – <https://bit.ly/36PSC4v>
- Muray Rankin University Interview video - <https://bit.ly/2FfUR5y>