

# NAOMI EATON

*Communications Specialist*

## CONTACT

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## SKILLS

PowerPoint  
Google Slides  
Keynote  
Hootsuite  
SproutSocial  
Illustrator  
InDesign  
Photoshop  
Copywriting  
Research  
Editing

## SELECTED CLIENTS

Forthought Design  
Artists Without Barriers  
The Vandenberg House  
Healthcare for Pets.com  
Bottom Line Bookkeeping  
Scientific Bracing  
RIA Canada

## EXPERIENCE

*Writer & Web Designer – June 2015 to present*

### **FREELANCE**

Print, web, and branding work. Projects include creating slide decks, copywriting, website design/management, social media consultations, and creating flyers, posters and books.

*Community Manager – Nov. 2014 to June 2015*

### **VANDER BRAND ADVERTISING**

Managed all social media accounts for clients in the retail, hospitality and real estate industries. Monitored, analyzed and prepared reports on the impact of social media campaigns.

Created content for social media platforms as well as print materials for cross-platform campaigns.

Achieved excellent engagement rates: averages of 21% on Instagram, 14% on Facebook, and 4% on Twitter.\*

*Communications Coordinator – June 2012 to Oct. 2014*

### **CENTRE FOR MINDFULNESS STUDIES**

Responsible for planning, execution, and results tracking of all communications and marketing activities. Researched, wrote and edited copy/layout for print and electronic materials. Managed the Centre's website, AdWords, and social media.

## EDUCATION

*Honours BA, Professional Writing – 2012*

### **YORK UNIVERSITY**

*Introduction to Adobe Illustrator – 2014*

### **OCAD**

\*Industry average rates: 4.21% - Instagram, 0.3% - Facebook, 0.7% - Twitter [Forrester Q1 2014 US Top 50 Brands Social Web Track].