

# Aniela Lama

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## PROFESSIONAL SUMMARY

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Communications & Digital Media Specialist with 5+ years of experience producing multimedia content across educational, corporate, and community platforms. Skilled in digital media strategy, videography, social media management, on-camera presentation, and digital storytelling. Experienced in designing campaigns, events, and online content that engage audiences, strengthen brand presence, and communicate complex ideas clearly. Recognized for delivering polished results under tight deadlines while collaborating effectively with cross-functional teams and stakeholders.

## CORE SKILLS & EXPERTISE

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- Digital Media Strategy & Social Media Management
- Content Creation & Visual Storytelling
- Website & CMS Management
- Copywriting & Editing for Digital Platforms
- Videography, Filming & Lighting Setup
- Video Editing & Post-Production
- Photography & Image Editing
- On-Camera Representation & Creative Video Content
- Project Management & Team Collaboration
- Campaign Planning, Analytics & Audience Engagement

## PROFESSIONAL EXPERIENCE

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### Communications Assistant, Recreation Centre

08/2024 – 12/2024

Conestoga College - *Doon, Kitchener, ON*

- Developed and produced 11 high-engagement short-form videos promoting recreation programs, campus events, and student experiences, contributing to organic follower growth from approximately 100 to 700.
- Wrote captions and coordinated visual content aligned with institutional brand guidelines and engagement goals.
- Managed Instagram Stories and scheduled content using Hootsuite to promote events, activities, and behind-the-scenes moments.
- Filmed and interviewed students and staff, translating real experiences into accessible, community-focused digital content.
- Supported event promotion and on-site content capture, ensuring timely and accurate communications across digital platforms.

### Social Media Ambassador, International Office

05/2025 – 12/2025

Conestoga College - *Doon, Kitchener, ON*

- Served as on-camera talent for 15 ad videos, 14 Instagram stories, and 4 carousel campaigns.
- Supported institutional digital campaigns reaching 34.7K+ followers, increasing awareness and engagement among diverse audiences.

- Created behind-the-scenes content and short-form video assets showcasing student life, events, and community experiences.
- Represented the college in live webinars, panels, and virtual events, delivering clear, engaging, and authentic messaging.

## **Video Producer & Social Media Manager**

2020 – 2023

Codewing Solutions - *Kathmandu, Nepal*

- Managed video production and social media content strategy across eight brand channels, including LinkedIn, YouTube, Instagram, Facebook, and X.
- Conceptualized, wrote, and produced over 200 promotional and educational videos, translating complex topics into clear, audience-friendly content.
- Produced high-performing videos reaching up to 32,000 views through strong narrative framing and visual storytelling.
- Developed and executed digital communication strategies aligned with brand goals, campaign objectives, and audience needs.
- Built and maintained, organized libraries of video, photo, and digital assets to support ongoing marketing initiatives.
- Monitored analytics and engagement metrics to refine content strategy, posting cadence, and messaging effectiveness.

## **ACADEMIC PROJECTS**

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**Capstone Documentary Series (Broadcast Journalism):** Produced six-episode series spotlighting women-led small businesses; independently researched, wrote, interviewed, filmed, and edited; selected for CCDTV broadcast.

**Community & Sustainability Reporting:** Produced news-style video on Conestoga College's Solar Grazing initiative, translating technical content into accessible public messaging.

**Ethical Advertising Project (Lululemon):** Redesigned the "Be Planet" campaign to remove greenwashing and align messaging with ethical and sustainability principles.

**Content Strategy & Digital Campaigns:** Developed 2 full-scale content calendars and e-newsletters; built and managed a personal branding website on WordPress, publishing 12 blogs and 6 LinkedIn newsletter articles.

## **TECHNICAL SKILLS & TOOLS**

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**Social Media & Scheduling:** Hootsuite, Buffer, Meta Business Suite

**Video & Photo Editing:** Adobe Premiere Pro, CapCut Pro, Adobe Lightroom

**Cameras & Equipment:** Nikon Z6, Lavalier Microphones, Zoom Audio Kit

**Design & Visual Assets:** Canva

**Web & CMS Platforms:** WordPress, Wix

**Analytics:** Basic Google Analytics, Social Media Insights

**Email Marketing:** Mailchimp

**Productivity:** Microsoft Office, Google Workspace

## **EDUCATION**

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Conestoga College - Kitchener, Doon, ON

Broadcasting Performance and Digital Media, Post Graduate Certificate | May–Dec 2024 | GPA 3.95

Social Media Marketing, Post Graduate Certificate | May–Dec 2025 | GPA 3.97

## **AWARDS & RECOGNITIONS**

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President's Honor List Award, Social Media Marketing, 2025

Second Program Scholarship Recipient, Conestoga College, 2025