

EMMA DELLA ROCCA

Marketing Professional



ABOUT ME

I am a passionate, creative and self-motivated professional with broad interests and experience from fashion content creation to marketing and graphic design. I am a strong writer, communicator and graphic designer with practical experience, technical skills and a keen eye— I'm a firm believer that the little details make all the difference, whether it be in design, work or life.

I am an experienced Marketing and Social Media Manager and Western University graduate with a Bachelor in Media, Information and Technoculture (Hons.) and certificate in Digital Communications.

ACHIEVEMENTS

- Dean's List (3 years)
- International Learning Award (\$1,000)
- Digital Communications Certificate
- Honours Specialization Undergrad Degree
- Producer of WesternTV video - earned 25,000+ views

GET IN TOUCH

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- 416.788.7419
- Emma Della Rocca
- @shelooksleft

SEE MORE

- emmadellarocca.com
- shelooksleft.com

WORK HISTORY

Marketing Specialist

[Brewing Brokers Realty Inc, Nov 2022 - May 2023](#)

- Managed all company marketing initiatives and content development
- Developed clear marketing strategy and content calendar for result driven social media and email marketing
- Managed all brand photography/videography, graphic design, content creation, agent onboarding, presentation design and more.

Asst. Marketing Manager, Credit Cards

[Bank of Montreal, 2021 - 2022 \(contract\)](#)

- Managed + launched campaigns targeting existing customers
- Developed marketing briefs and creative email content
- Reviewed campaign strategy and content with business partners

Fashion Content Creator

[@shelooksleft, 2020 - present](#)

- Creator of Instagram fashion + lifestyle account @shelooksleft
- Generate sponsored content for fashion + beauty brands
- Partnerships, growth management, photography + content production

Social Media Marketing Intern

[Goodwill Industries, Jan - Apr 2021](#)

- Managed Goodwill Boutique Instagram account and strategy
- Generated rebranded content and graphics in prep. for launch

Communications Coordinator, Workforce Comms.

[Bank of Montreal, Summer 2019](#)

- Creative promotion of employee incentive events/conferences
- Developed internal communications and intranet site layout

ACADEMIC BACKGROUND

Western University

[Media, Information and Technoculture, 2017 - 2021](#)

FIMS Student Council Marketing Coordinator

Selected and managed the advertising and marketing team for all FIMS (Faculty of Information and Media Studies) events. Created and developed promotional material for events.

Orientation Programming Assistant and First Year Mentor

Orientation leader and mentor to first year students in FIMS (2 years) and Orientation Programming Assistant (1 year).

Western TV Reporter

Streeter and Studio Interviews and News Updates, assisted with video production and editing when needed, co-hosted a Live Show.

SKILLS

- Photoshop
- Illustrator
- After Effects
- Premiere Pro
- Audition
- Videography
- Photography
- Microsoft Suite
- Reporting on Camera
- Storytelling
- Copywriting
- Content Creation
- Email Marketing
- Communications
- SEO
- Basic Web Design

INTERESTS

- Fashion
- Social Media
- Graphic Design
- Photography
- Video Editing
- Crocheting
- Baking