



AVA SCHMALZ

CONTACT

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SUMMARY

Highly creative and passionate student seeking a role in the creative business field. I possess strong leadership and collaboration skills that enable me to work effectively in a team environment while also demonstrating exceptional problem-solving abilities. I am confident in my ability to contribute to any creative business endeavor.

SKILLS

- Graphic Design
- Event Coordination and Planning
- Canva, Figma, and Procreate
- Premiere Pro
- Hubspot
- Time Management
- Critical Thinking
- Effective Communication
- Sales
- Leadership

EDUCATION

UNIVERSITY OF WATERLOO

Eligible for Bachelor of Arts and Business—Major in Communications and Digital Design

2022–2027 (concurrent)

ELMIRA DISTRICT SECONDARY SCHOOL

High School Diploma—Graduated with Honours

2018–2022

WORK EXPERIENCE

MARKETING & COMMUNICATIONS COORDINATOR

Waterloo Region Economic Development | January - Present

- Launched a LinkedIn campaign targeting Dutch businesses
- Used HubSpot for lead scoring and client discovery
- Created website blog content using WordPress

SPECIAL EVENTS AND MARKETING ASSOCIATE

University of Waterloo-Faculty of Arts | Sept 2024 - Sept 2025

- Created multimedia and animation videos using Premiere Pro, Procreate Dream, and Canva Video
- Designed posters and merchandise concepts for events
- Coordinated logistics and volunteers for major events, including Open House and the Ontario University Fair
- Supported administrative tasks and contributed to marketing and recruitment strategy development

MARKETING INTERN

Industrial Power and Control | Jan 2024 - Aug 2024

- Developed websites for crane-controls.com and ipandc.com utilizing Figma
- Produced animation videos utilizing Canva Video
- Crafted brochures using Figma
- Monitored Google Ads campaigns

MARKETING MANAGER

Sculpture by Timothy P. Schmalz | 2017-2023

- Managed and curated content for verified Instagram account
- Produced videos for YouTube platform
- Captured, edited and enhanced photographs, including one featured on Pope Francis's Instagram account

REFERENCES

- **STAVROS STAVROULIAS- SUPERVISOR AT UNIVERSITY OF WATERLOO**

sstavrou@uwaterloo.ca
519-716-1496

- **ALLAN BOZNAR- EMPLOYER AT CRANE-CONTROLS**

allan@pandc.com
(519) 400-5703

- **TOM HOWSE- SUPERVISOR AT CROWSFOOT**

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(519) 807-0221

- **TIMOTHY SCHMALZ- EMPLOYER AT SCULPTURES BY TIMOTHY P SCHMALZ**

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