

Celestine Unugboji

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Education

Conestoga College

Postgraduate in Strategic Marketing Communications (GPA: 3.95)

Kitchener, ON

Sept 2023 – April 2025

Course Highlights: Digital Tools & Analytics, Marketing, Advertising, Sales, Creative Strategies (Adobe Creative Cloud), Branding Strategy, Primary & Secondary Research for Communications, Public Relations, Budget and Finance, Project Management, Media Relations & Crisis Management, Corporate Communication

Qualifications and Certifications:

Tools: Canva, Adobe InDesign, Lightroom, Bridge, Adobe Illustrator, Photoshop, Mailchimp, WordPress, Confluence, HubSpot, Procreate, Google Analytics, Agorapulse, Google Trends, SEO Clarity, Salesforce

Skills: Content Creation, SEO, Social Media Management, Project Management, Media Communication, Research, Data Analysis, Graphic Design, Visual Merchandising, Crisis Communication, DEI, Team Leadership, Photography, Salesforce, Stakeholder Engagement, A/B Testing

Certifications: Microsoft Office, Word, Excel, PowerPoint, A3 Problem Solving, Visual Merchandising, DEI, Training, Graphic Design

Work Experience:

Spectrum Waterloo

Marketing Assistant / Newcomer Facilitator

May 2024 – Present

- Marketing Assistant to the Executive Director, supporting strategic communication and community engagement.
- Managed social media and tailored communication strategies across platforms, including YouTube, Instagram, Facebook, and LinkedIn. Specializing in media communications, Email communications, PR, and Marketing strategies.
- Spearheaded the Annual Directory campaign with an ROI of 150%, establishing lasting sponsorship deals, mass communication and outreach.
- Revamped organizational branding and messaging across social media, increasing engagement and growing follower count by 5% (2,000+ new followers) in four months.
- Produced two full-length magazines and annual reports, distributing 1,000+ physical copies and launching an accessible digital version.
- Coordinated volunteer teams for community tabling events, ensuring culturally safe engagement and representation across the Tri-City region.
- Strengthened media and corporate partnerships, amplifying Spectrum's digital presence and advocacy impact.
- Developed peer-led training sessions focused on legal rights, system navigation, and resource awareness—empowering clients with practical, actionable knowledge – scaling program attendees by a 900% increase in traffic and successful outcomes.

tri-Pride

Director of Volunteering

Jan 2025 – Present

- Planned and successfully executed annual pride festival for Kitchener, Waterloo and Cambridge with 5000 participants.
- Implemented successful project management, vendor management and stakeholder management skills working with over 100 clients.
- Monitoring budgets and resource allocation for volunteers and securing security, food, and stage equipment for the festival. Strategic oversight and implementation of a successful contingency plan, ensuring financial stability and project continuity.
- Coordinated mass correspondence with media, volunteers, and sponsors, securing \$60K in funding to successfully execute the event. Skill: Email communication and workload organization.
- Managing volunteers, including scheduling, communication, and aligning talent with appropriate roles
- Designing and facilitating training sessions focused on Diversity, Equity, Inclusion (DEI), anti-racism, and professional ethics
- Developing media assets to support organizational promotion, outreach, and awareness campaigns
- Engaged in public speaking, panel discussions, and interviews to raise awareness of the organization and its mission.

- Creating business and Marketing toolkits for grassroots organizations in Kitchener, Waterloo, and Cambridge, ensuring long-term success. Supported the development of key community programs within the region.
- Reviewed public-facing communications and developed strategies to enhance engagement and awareness.
- Assisted with document review and organizational development, ensuring evolving community needs were met.

Target Corporation

Sr. Site Merchandiser / Data Analyst

Oct 2018 – Aug 2023

- Sr. Site Manager and Project Manager for Target Services and Apparels – handling end-to-end management of the Services page, including collaboration, budgeting, negotiation, research, and cross-team/cross-functional collaborations to ensure smooth operations.
- The main tool of use is Salesforce to manage leads, I have worked with multiple CRM systems, and I am quick to adapt to newer technologies.
- Website management for Target Apparel and recommending strategies for UX and SEO Traction on internal and external search engines, managing about 3000 pages on Target.com, including copywriting strategies leading to a 30% traffic increase for underperforming pages.
- A/B Testing projects in the initial phase and working with teams to find solutions. Successfully brought in over \$1M through projects with the Merchandising team with long-lasting impact.
- B2B sales focused on Target services, implementing successful lead generation strategies and client retention strategies.
- Streamlined metric analysis to improve market and competitor insights, driving 1.2 million visitors and leveraging key marketing trends for successful outcomes.
- Skills: Market Research for successful outcomes – Focused on regional targeting strategies, expanding to global reach strategies.
- Spearheaded cross-functional projects improving user experience for 2M+ monthly visitors, increasing product conversion rates by 22% and driving \$490K in demand through optimized customer journeys.
- Led Diversity, Equity, and Inclusion (DEI) initiatives, founding three employee resource teams and dedicating 300+ hours to DEI and employment-related training, enhancing workplace inclusivity and supporting employee growth.

Other Job Experiences

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| • Financial Intern – NoBroker | 2016 |
| • Client Relations Manager – MGH Logistics Pvt. Ltd. | 2018 |
| • Content Creator and Editor – TinyStep | 2016 – 2017 |

Achievements and Awards:

- Recipient of the *Lead and Learn Award*, recognizing outstanding leadership and mentorship – Target
- Awarded the *Quarterly Diversity Award* for advancing equity and inclusion initiatives – Target

Volunteering:

- Spectrum – Since 2023
- CARE – 2018 – 2023