

DAVID KWEWUM

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SUMMARY

As a communications management professional with over six years of experience in media and marketing, I have specialised in supporting startup businesses, managing communication processes, stakeholder management, project financials, and reporting. I have a strong background in leading cross-functional teams and managing projects from initiation to closure. My expertise includes ideation, creating project charters, developing schedules, tracking progress, mitigating risks, and collaborating with stakeholders to optimise vendor management and resource allocation. I aim to leverage industry knowledge and communications management best practices to contribute to a company's growth and operational excellence.

SKILLS

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| •Ability to plan marketing campaigns | •Delivering engaging pitches & sales | •Experience in crisis management |
| •Copywriting blogs, letters & ads | •Use of Mailchimp & HubSpot | •Interpersonal & collaborative skills |
| •Experience in creating surveys | •Use of Microsoft Office Suite | •Writing, digital & verbal communication |
| •Expert in Canva designs | •Use of WordPress, Drupal, CMS | •Event planning & project management |
| •Creative direction & organization | •Use of Adobe Creative Suite | •Business research and presentation |
| •Strong ability to adapt writing styles | •Familiarity with digital marketing tools | •Strong time management skills |
| •Attention to detail, proofreading & editing | •Ability to manage brand reputation & public perception. | •Understanding of SEO, analytics, & trends |
| •Leadership management | •Creative thinking and problem solving | •Operations management & understanding of supply management |
| •Expert in presentation preparation | •Personal branding Relationship management | •Business development & strategy |

PROFESSIONAL EXPERIENCE

Hedid Media

01/2020 – 05/2024

Media & Marketing Coordinator

- Successfully grew the social media following by 5000% using organic optimisation and A/B testing in three months
- Retained 60% of clients on retainers, using pull strategies and comprehensive social
- Established and streamlined operational processes to improve workflow and productivity.
- Recruited and trained team assistants on operational functions/processes to enhance team rapport and success.
- Created and executed promotional materials for events and programs, leading to over 200 returning attendees.
- Leveraged CRM and data analytics to map out interactions with subscribers and tailor content based on preferences.

Graceland Hotel & Suites

12/2020 – 06/2024

Communications Associate (*part-time*)

- Actively assisted guest communication by responding to inquiries, reviews, and feedback through various channels.
- Implemented a crisis communication plan that effectively managed dialogue during staff and management disputes, maintaining the hotel's reputation and relationship between both parties.
- Optimised digital presence to communicate hospitality services and improve social ranking and visibility.
- Developed visually appealing graphics and videos to support marketing campaigns and hotel promotions.

International Media and Legal Consult

06/2019 – 01/2020

Marketing Assistant

- Coordinated with the communication department of the Central Bank of Nigeria to implement campaign plans.
- Implemented strategic media and digital marketing planning for small and medium enterprises, ensuring accuracy and fulfilment of data and reports
- Leveraged social networking and digital optimisation to boost the digital presence and the company's visibility.
- Organised and managed press releases, media briefings, and interviews to highlight client achievements

Program Assistant

- Assisted in developing and maintaining the broadcast schedule, ensuring all programs aired at their designated times.
- Coordinated with writers and producers to ensure that all segments were accurately timed and sequenced.
- Reviewed scripts for accuracy, consistency, and adherence to broadcast standards
- Troubleshooting technical issues and coordinating with the technical team to resolve problems promptly.
- Assisted in creating promotional materials, including press releases, social media posts, and on-air promos.

EDUCATION

Humber College

05/2025

Entrepreneurial Enterprise: Business Management

University of Westminster

05/2018

Master of Arts Marketing Communications

University of Bedfordshire

07/2016

Bachelor of Arts. (Hons) Media Production (moving image)

CERTIFICATIONS

- Take a More Creative Approach to Problem-solving (LinkedIn). 2024
- Sales Strategies and Approaches in a New World of Selling (LinkedIn). 2024
- Fundamentals of Digital Marketing (Google). 2023
- Certified Enterprise Development Institution 2019

PERSONAL PROJECTS

Kukori Art Exhibition

12/2023

#KukoriExhibition for David Kuko

A project aimed at highlighting my 10-year milestone of consistent photography

- Organised a three-day photography and art exhibition event to highlight the 10-year career milestone in photography
- Utilised social media and generated over 10 impressions over 12 days, with over 400 physical attendees.
- Generated over \$4000 in sales from artworks, photographs, merchandise and other items on display

Sarauta Magazine/Network

02/2018 – Ongoing

Founder & Team Lead

- Ideated and launched the storytelling brand to promote African stories, culture, and heritage.
- Started and nurtured a community of writers, and followers through community events and management.
- Recruited, trained, and managed a diverse team of employees, freelancers, and volunteers.
- Implemented tactics and improved the brand following by 5,000+, and over 200 published stories.