

Dylan Kloek

Creative Lead. Social Media Specialist. Copywriter.

CONTACT

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EDUCATION

OCAD UNIVERSITY

**Bachelor of Art & Design,
Advertising**

2021

CAREER HIGHLIGHTS

Social Media experience: Full 360 campaign ideations to production and editing. Copywriting and brand refresh for national brands.

Copywriting experience: Lead writing role as a junior while managing copywriting exercises for various other brands simultaneously.

Content Experience: Supported 20+ successful end-to-end campaign projects.

EXPERTISE

Copywriting

Social Media Content Creation

Photography + Editing

Videography + Editing

PROFESSIONAL EXPERIENCE

Creative Lead

Vidsy - Toronto

April 2024 – Present

- Led end-to-end social creative execution for Fortune 500 and global brands, developing original concepts, scripts, native videos, edits, and copy for organic and paid UGC, remix content, and campaigns.
- Transformed audience insights, platform trends, marketing briefs and market research into high-performing social-first campaigns across industries including beauty, gaming, technology, and consumer goods.
- Partnered with media and production teams to shape content direction, optimize performance, and consistently exceed engagement, growth, and conversion KPIs.
- Specialized in social-first, performance-driven content that balances brand and product specific storytelling with measurable results.

Social Media Content Creator & Copywriter

Diamond Marketing Group - Toronto

August 2022 – February 2024

- Led social media content creation and copywriting initiatives for multiple national brands on social media, paid media, TV, websites, print and more.
- Utilized market research and analysis insights to orchestrate comprehensive marketing campaigns across different platforms.
- Collaborated with cross-functional teams to implement strategic changes in content direction, advertising and event marketing to surpass KPI's.
- Success of content creation and event marketing led to an additional \$600k, signing of multiple new clients and company award for "Knowing The Game".

Jr. Copywriter

Anderson DDB - Toronto

September 2021 – July 2022

- Responsibilities included lead copywriter for SEYSARA on mediums including social media, print, digital, ux/ui, TV and video. Along with creating copy for various other brands at the same time.
- Developed copy, scripts, and character for commercials and videos with various global pharmaceutical companies.
- Worked collaboratively with Art Director partner to Meet clients needs with professionalism and in a timely manner for ad and campaign requests.

Social Media Creative Intern

YOUR MD Inc - Toronto

September 2020 – September 2021

- Held full ownership on creating content for social media, print, digital, ux/ui, and video for advertising purposes.
- Collaborated with the owner to create brand look, feel, voice, and attributes across all mediums.
- Met needs with professionalism and in a timely manner for social content and creative requests.

KEY SKILLS

- Social Media Content Ideation
- Social Media Content Conception
- Copywriting - English
- Campaign Ideation
- Copy oversight and editing

SOFTWARE

- Microsoft Word
- Adobe Photoshop
- Adobe Premiere Pro
- Adobe After Effects
- Adobe Illustrator
- Hootsuite
- Microsoft Powerpoint
- Microsoft Teams

COMMUNITY INVOLVEMENT

- Player U19 World Lacrosse games
- Fashion Art Toronto Photographer
- Coach of Youth Lacrosse Team

SKILLS CONTINUED

ADVERTISING/SOCIAL MEDIA

- Developed knowledge in marketing research and advertising.
- Crafted scripts, filmed, edited, planned and published content across all social platforms, including Instagram, Facebook, TikTok, Pinterest, and YouTube.
- Conceived advertising and social media content exceeding client expectations.
- Presented numerous class and professional presentations.
- Completed market analysis to achieve the best advertising outcome.

WRITTEN COMMUNICATION

- Exercised writing informative copy deck documents for clients, while working for Diamond Marketing Group, Anderson DDB, Health Canada and more.
- Practiced in professional communication with clients and colleagues.
- Experienced in writing comprehensive ads for digital, print, TV spots, product packaging and various other mediums.
- Studied communications with various cultures through Culture And Communication class.

ORAL COMMUNICATION

- Practiced in oral communications with clients, in office, retail, and restaurant.
- Created communication and dialogue to successfully prepare restaurant orders and assuring customer wishes were achieved.
- Experienced in mediating with customers and clients to guarantee that expectations were met.
- Completed multiple marketing and advertising presentations and critiques, in front of peers, professors, and business professionals.

TIME MANAGEMENT

- Experienced in dealing with over multiple clients at all times.
- Understanding when tasks have to be dealt with in a certain order to achieve best results.
- Handles stress in a positive way to stay motivated and continue at best performance.
- Well organized to keep the work area clean, to be able to keep up with tasks at hand.