

DYLAN KLOEK

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. Copywriting and brand refresh for nation wide 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

Content Creation

Photography

Videography

PROFESSIONAL EXPERIENCE

CONTENT CREATOR/COPYWRITER

DIAMOND MARKETING GROUP - TORONTO

August 2022 – Current

- Spearheaded content creation and copywriting initiatives for Pizza Hut CA, ensuring brand consistency and engaging messaging.
- Utilized market research and analysis insights to orchestrate a comprehensive brand refresh enhancing the brand's online presence through tone and feel.
- Collaborated with cross-functional teams to implement strategic changes in content direction, resulting in increased brand affinity.
- Played a key role in the creative and strategic approach to content development for TD Bank. Largest and most successful social media series "Money Buddy".

JR. COPYWRITER

ANDERSON DDB - TORONTO

September 2021 – July 2022

- Responsibilities included lead copywriter for SEYSARA on mediums including 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 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.

CREATIVE INTERN

YOUR MD INC - TORONTO

September 2020 – September 2021

- Held full ownership on creating copy for 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 copy writing and creative requests.

ADVERTISING COORDINATOR

GUM DOCS - OTTAWA

June 2019 – January 2020

- Prepared advertising pitch decks for various clients to meet professional needs and win new contracts.
- Created social media and print copy writing while upholding the brand tone and voice.
- Upheld a client list for coordinating advertising outlets.

KEY SKILLS

Copywriting - English

Campaign Ideation

Copy oversight and editing

Conflict resolution

Concept work

SOFTWARE

- Microsoft Word

- Adobe Photoshop

- Adobe Illustrator

- Adobe Premiere Pro

- Hootsuite

- Microsoft Powerpoint

- Microsoft Teams

COMMUNITY INVOLVEMENT

Player U19 World Lacrosse games

Fashion Art Toronto Photographer

Coach of Youth Lacrosse Team

SKILLS CONTINUED

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.

ADVERTISING/SOCIAL MEDIA

- Developed knowledge in marketing research and advertising.
- Conceived advertising and social media concepts based on client expectations.
- Presented numerous class and professional presentations.
- Completed market analysis to achieve the best advertising outcome.

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.