

Daniela Sanchez

MARKETING AND COMMUNICATIONS SPECIALIST

+1 289 943 9574

Markham, Ontario

Daniela.sanchezfonseca@outlook.com

Education

Animation - Digital Production

Durham College - Oshawa

September 2020 - April 2024

Introduction to Storytelling with Unreal Engine

Screen Industry Training Hub - Toronto

November 2024

Introduction to Production Modeling

CGMA Master Academy

Summer 2023

Skills

Effective problem solving

Email Marketing

Social & Communication Skills

Social Media Marketing

Researching and Reporting

Time & Task Management

Email etiquette

Attention to detail

Software

Canva

WordPress

MS Word, MS Excel, MS PowerPoint,

MS Outlook

Adobe Suite

3D modeling Software

Google Analytics

Constant Contact

Meta Ads

Portfolio

Website:

<https://danielasanchezfons.wixsite.com/durhamanim>

Demo Reel:

<https://vimeo.com/933904140>

LinkedIn:

<https://www.linkedin.com/in/danisanfo/>

Employment History

Marketing & Fundraising Assistant

North York Seniors Centre - Toronto

August 2024 - February 2025

- Write and deliver weekly E-bulletins with updates on community events, resources, and relevant information.
- Prepare and present monthly reports on social media analytics, website statistics, and donation summaries to the program director.
- Oversee tasks for the year-end direct mail campaign, including database management, label creation, and volunteer coordination.
- Create and edit social media content, while managing paid ads and post boosting to enhance engagement and reach.
- Develop promotional materials for events, collaborating with vendors to ensure quality standards and deadlines are met.
- Coordinate fundraising efforts, including planning and execution of the 50th-anniversary gala.
- Perform routine administrative duties, update client databases, and manage email campaigns using Constant Contact.

Resident Advisor

17Hundred - Oshawa

February 2022 - November 2022

- Planned and organized monthly student events, creating promotional flyers and posting on social media to boost engagement.
- Assisted in creating and editing social media reels, and monitored trends to enhance public engagement.
- Handled routine administrative tasks, including responding to live chat, managing folders, giving tours, and mediating complaints.