

Daniela Carey

designcarey.com

Marketing Coordinator / Graphic Designer / Photographer & Videographer

Creative professional with 5+ years of experience in graphic design, photography, videography, and social media management. I hold a BA in Digital Media & Design from Tiffin University and am pursuing an Associate Certificate in Digital Marketing at BCIT. Skilled in creating impactful digital assets, executing social media strategies, and managing branding projects under tight deadlines. As a former Division II lacrosse athlete and current Team BC Field & Box Lacrosse coach (U15 & U22), I bring a strong understanding of the lacrosse industry and a passion for promoting team culture through creative visuals and marketing.

 danielarcarey@gmail.com  604.767.5020  White Rock, BC  [linkedin.com/in/daniela-carey](https://www.linkedin.com/in/daniela-carey)

SKILLS

- Creative Cloud Expertise
- Brand Strategy
- Sports Action Photography
- Cross-Platform Content Creation
- Campaign Development
- Digital Advertising Management
- Search Engine Optimization (SEO)
- Content Calendar Management
- Audience Targeting & Analytics
- Video Editing & Production
- Performance Metrics Reporting
- Email Marketing

WORK EXPERIENCE

Freelance Graphic Designer, Photographer, & Social Media Specialist

Design Carey | White Rock, BC

01/2020 - Present

- **The Goalie Factory:** Marketing & Media Director for this business. Designed the company logo and branding, set up and managed social media accounts, launched an online booking and merchandise store, and executed paid ad campaigns and newsletters. Currently building a Shopify website for streamlined operations. @goaliefactory_
- **Big Al's Tournament & Adanacs Lacrosse:** Created a 2-week content plan to promote Big Al's tournament, capturing and uploading real-time event photos and videos. Ask to continue managing social media for Adanacs Field and Box Lacrosse due to the success of the Big Al's event. I produce consistent posts, reels, and promotional strategies. @bigals7v7lacrosse & @adanacsfieldlax
- **The Color Den:** Managing social media content, including posts, stories, and reels to grow engagement. Created local promotions and branding for a boutique salon using eco-friendly products. @jessicavankuyk.thecolorden
- **Additional Clients:** Delivered logos, product labels, decals, and packaging designs for various industries, including clients such as The Facial Room and skincare brands.

Marketing Coordinator

A.R. Thomson Group Inc. | Surrey, BC

06/2023 - Present

- Designed professional tradeshow booths, banners, and promotional materials, ensuring consistency with the company's brand identity and delivering impactful visuals for industry events.
- Revamped over 300 datasheets and brochures to modernize the company's marketing assets, contributing to the successful launch of a new corporate website and improved customer engagement.
- Developed and managed marketing campaigns across multiple digital platforms, leveraging Google and Meta Ads to increase online visibility and generate high-quality leads.
- Spearheaded branding efforts for new business divisions, creating cohesive messaging, visual designs, and marketing materials to enhance their market presence.

Social Media Specialist

BE Power Equipment | Abbotsford, BC

07/2022 - 06/2023

- Increased social media followers by 68% within 8 months through targeted campaigns, creating posts, stories, and reels using Premiere Pro and After Effects, and scheduling content with Buffer and SEMrush.
- Managed over 100 design projects, including labels, advertisements, and packaging, while coordinating with the product development team to meet tight deadlines and develop innovative solutions.
- Led e-commerce strategies with major retailers like Home Depot, boosting product reviews and enhancing brand visibility through effective social media and marketing efforts.
- Authored monthly SEO and social media performance reports using SEMrush, Google Analytics, and Meta Analytics, driving data-informed campaign improvements.

VOLUNTEERING EXPERIENCE

Assistant Head Coach – Team BC Lacrosse & Club

2022 - Present

- Coached female athletes in field and box lacrosse at grassroots and provincial levels, including U13, U15, and U22 Team BC squads. Focused on technical development, strategic gameplay, and fostering a competitive mindset.
- Played a key role in Team BC's preparation for high-profile events, including Canada Nationals, by developing tailored practice plans, game strategies, and providing mentorship to athletes.
- Prioritized athlete safety and performance, ensuring proper training protocols, warm-ups, and injury prevention measures during practices and tournaments.
- Coached a U15 club team in Langley, focusing on skill development, team dynamics, and competitive readiness.
- Mentored athletes on and off the field, fostering skill development, self-confidence, teamwork, and sportsmanship, helping them prepare for provincial and collegiate-level lacrosse opportunities.
- Collaborated with Team BC staff to organize schedules, team-building activities, promoting unity and discipline among players.

EDUCATION

Bachelor of Arts in Digital Media and Design

Tiffin University | Tiffin, OH (2018 - 2022)

- Dean's list 2018-2022
- Magna Cum Laude

Associate Certificate in Digital Marketing

BCIT School of Business + Media (2024 - Present)

ACCOLADES

- Division II women's lacrosse team captain 2022
- Womens Lacrosse First Team All-Conference 2021 & 2022
- Recieved Senior Academic Distinction 2022
- Recieved Senior Student Athlete Academic Honours 2022
- Minor in Leadership Studies | Tiffin University 2022

CERTIFICATIONS

- MTA: Introduction to Programming Using HTML and CSS - Certified 2021