

MELINA COMPETIELLO

melinacompetiello@outlook.com | 647-532-6573 | Newmarket, ON | [linkedin.com/in/melina-competiello](https://www.linkedin.com/in/melina-competiello)

DIGITAL MARKETING & COMMUNICATIONS SPECIALIST

- 200+ hours of marketing, communications, and content creation experience across academic, nonprofit, and agency environments.

PROFESSIONAL EXPERIENCE

Brand Glow Up, North York, ON

Digital Marketing Intern (May 2026 – Present)

- Produced 30+ blog articles, social media posts, and website content pieces for brands including Hungry416, Over Here Toronto, and Over Here Manila.
- Optimized website content using WordPress, SEO best practices, keyword research, metadata optimization, and internal linking to improve discoverability and user experience.

Your Story Counselling, Markham, ON

Website Designer & Content Developer (May 2026 – July 2026)

- Designed and developed a Wix website for a clinical supervision practice, creating website copy and user-focused navigation to support supervision inquiries.
- Built key website features including a blog, contact forms, and service pages.

Aerie by AEO, Inc., Newmarket, ON

Brand Ambassador (Aug 2025 – Present)

- Engaging with 100+ customers daily to promote AEO Real Rewards program and meet sales goals.

Enercare, Markham, On

Install Planner (Sep 2024 – Apr 2025)

- Coordinated and scheduled 40+ installations daily via ClickSoftware/IFS.

Jr Credit Analyst (Nov 2023 – May 2024)

- Performed 100+ credit checks weekly, ensuring accurate and timely approvals.

VOLUNTEER EXPERIENCE

TDSB, Toronto, On

Student Marketing Volunteer (Jan 2024 – Apr 2024)

- Developed an 8-component digital campaign to promote the Active, Safe & Sustainable Transportation initiative, improving campaign reach and community engagement.

Twist Gallery, Toronto, On

Communications & Public Relations Intern (Mar 2023 – May 2023)

- Created and published 5+ weekly posts across social media to market gallery exhibitions.

EDUCATION

Post Graduate Certificate, Marketing Management – Digital Media

George Brown College, Toronto, ON (Sep 2025 – Aug 2026)

Honours Bachelor of Arts, Book & Media Studies

University of Toronto, Toronto, ON (Sep 2020 – Apr 2024)

- Dean's List Scholar (4 years), Graduated with High Distinction

SKILLS & CERTIFICATIONS

- Google Prompting Essentials, Google Ads Search, and HubSpot Email Marketing Certifications.
- Proficient in Canva, WordPress, Wix, Google Workspace, and Microsoft Office.
- Familiar with SEO, keyword research, content marketing, social media management, Google Ads, and Semrush.