

Daniel Krutkiewicz

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SKILLS SUMMARY

- In-depth knowledge of popular social media platforms used to effectively curate growth and provide community management across a large audience.
- Extensive experience with the use of content creation tools to curate and create custom content across 900 videos and hundreds of branded social media posts.
- Strong desire and ability to release well produced content that engages the target audience.
- Excellent communicator with a mastery of the English language both written and verbal
- Worked with brands (e.g. Opera and Manscaped) creating content promoting individual marketing objectives.
- Skillful presenter able to engage, convince and entertain an audience.
- Expertise in Microsoft Office, Adobe Creative Suite and Sony Vegas software solutions.

EDUCATION

September 2023 – August 2024 (Anticipated Graduation Date)

Digital Media Marketing Management
George Brown College, Toronto, Ontario
Post-Graduate Certificate

Academic Achievements

- **1st Place** at Ontario Colleges Marketing Competition – ‘Advanced Marketing Strategy’ Category (November 2023)

September 2013 - April 2017

Queen’s University, Kingston, Ontario
Bachelor of Arts (Honours)
Major: History
Minor: Political Science

Academic Achievements

- Finalist in Andrina McCulloch Public Speaking Competition (2015)
- Delegate at Queen’s Model Parliament (2014 and 2015)

PROFESSIONAL EXPERIENCE

August 2016 - 2023

[Online Director and Content Creation Head](#)

Launched video productions and entered the video market on YouTube, performing analytical analysis to improve viewer engagement, watch time, and increase channel revenue based on Google Ads. Organically growing viewership resulting in three hundred thousand active YouTube subscribers and over sixty-four million lifetime video views. Employed community management principles promoting continued viewership across YouTube and Twitter.

September 2015 - April 2017 **Head Lifeguard**

Queen’s University, Kingston, Ontario
Head lifeguard and head swim instructor at Queen’s University Athletics Centre; leading a team of lifeguards, organizing and conducting staff training, conducting interviews of prospective staff, directing and ensuring the best guest experience for patrons.