



NICK CRAWFORD

JUNIOR COPYWRITER

Junior copywriter with a demonstrated history of working in Advertising and Customer Service industries. Skilled in Copywriting, Sales, Organization Skills, Social Media, Art Direction and Team Leadership. I am a strong professional currently studying Advertising and Marketing Communications Management at Mohawk College.

CONTACT

- 📞 519-807-3820
- ✉️ nick.p.crawford@gmail.com
- 📍 Waterford, ON

SKILLS

- Copywriting
- Art Direction
- Project Management
- Account Management
- Adobe Creative Suite
- Microsoft Office
- Social Media

AWARDS

2021

ADCC Student Competition

Bronze Winner - Advertising

2021

National Advertising Challenge (Student)

Bronze Winner - RW&Co.

2020 & 2021

Equity, Diversity, and Inclusion Scholarship

Mohawk College

WORK EXPERIENCE

Copywriter

Sept 2020 - Current

The Agency at Mohawk College

Using creative intuition for concept development to fulfil client requirements. This opportunity is being used to develop and apply my skills gathered throughout my education at Mohawk College. In this position, I am responsible for:

- Working with a team and developing copy that is on brand and compliments the Art Director's image
- Clients include both Mohawk College's Centre for Entrepreneurship and LIVE Labs at McMaster University

Social Media Assistant

July 2021 - Dec 2021

The Platinum Realty Team

In charge of conceptualizing, designing, writing, and monitoring content for 8 social platforms. This opportunity also involves:

- Using Adobe programs for UX/UI and Graphic Design
- Coding and designing the company website, landing pages, and marketing funnels
- Running campaigns to gather leads and conversions

Marketing Assistant / YouTube Manager

Mar 2020 - Jul 2020

Queen of the Thrones

Working remotely to assist in running social media platforms with a specialization in YouTube. This position also included:

- Assisting in Graphic Design and User Interface Design
- Running advertisements through Google AdSense, Instagram, and Facebook
- Management of YouTube channel - video editing, marketing, monetization, and customer service



NICK CRAWFORD

JUNIOR COPYWRITER

Junior copywriter with a demonstrated history of working in Advertising and Customer Service industries. Skilled in Copywriting, Sales, Organization Skills, Social Media, Art Direction and Team Leadership. I am a strong professional currently studying Advertising and Marketing Communications Management at Mohawk College.

INTERESTS

- Creative Writing
- Fashion Blogging
- Photography & Photo Editing
- Health & Wellness

LANGUAGE

English - Native

French - Basic

EDUCATION

Advertising & Marketing Communications Management

Sept 2019 – April 2022

Creative Stream

Mohawk College

Development of fundamental skills for conceptualizing and creating strategic advertising campaigns, from start to finish, with a focus in creative stream. Educated in Copywriting and Art Direction as well as Account and Project Management.

Honours Bachelor of Science

2016 – 2017

Biology

Ryerson University

Gained strong mathematic and scientific skills. Lab skills were taught for safe handling of dangerous chemicals and materials. Focus on botany and ecology.

VOLUNTEER

Director of Operations

2021 - Current

21 Percent Pledge

21 Percent Pledge seeks to improve the lives LGBTQ+ homeless youth in Toronto, Canada by giving them the resources to express themselves through fashion. In this position, I oversee all operations and copywriting for content as well as collection and drop off of clothing at queer-safe homeless shelters.

Stocking Stuffer

2019

McKeil School of Business Toy Drive (Mohawk College)

Stuffed stockings and fundraised for toy drive to help inner-city schools in Hamilton, Ontario.