

# DIGITAL MARKETING CAMPAIGN IMPACT

## Achievement Snapshot

### Riley Romano

Aspiring Digital Marketing Coordinator | Data-Driven Campaigns | Social Impact- Focused Marketing

*"Passionate about creating measurable digital campaigns that grow brands and foster positive community impact."*



#### SNAPSHOT OVERVIEW

Volunteer-led digital marketing campaign for the North York Youth Wellness Network aimed at raising awareness about youth mental health resources and increasing workshop attendance. Applied creativity, analytics, and leadership to deliver measurable impact for a nonprofit audience.



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#### ACHIEVEMENT STORY



Led a 6-week digital marketing campaign across Instagram, TikTok, and LinkedIn, producing graphics, short videos, blog posts, and authentic testimonial reels. Conducted weekly analytics reviews and pivoted the strategy to peer-driven storytelling based on engagement trends. Presented campaign results to nonprofit leadership, managed a team of five volunteers, and ensured all content aligned with organizational goals.

#### KEY OUTCOME



This experience strengthened skills in digital campaign planning, analytics, audience-targeted content creation, and leadership — directly applicable to a Digital Marketing Coordinator role and future advancement into Digital Marketing Specialist or Brand Manager positions.

#### FUTURE FOCUS

#### HIGHLIGHTS



##### Innovation:

Pivoted strategy based on engagement feedback



##### Leadership:

Coordinated team and liaised with nonprofit directors



##### Empathy:

Created content sensitive to youth mental health



##### Recognition:

Certificate of Contribution and public praise from program director



##### Metrics-driven:

Impact with tangible results in engagement and registrations

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