

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, focused on raising awareness of youth mental health resources and increasing workshop attendance. Applied creativity, analytics, and leadership to deliver measurable impact for a nonprofit audience.

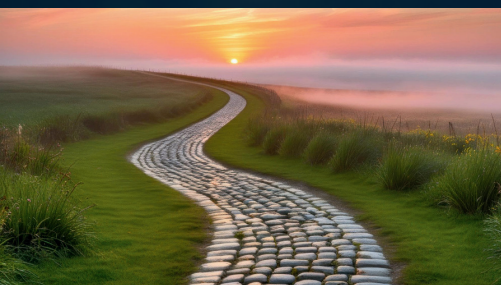


ACHIEVEMENT STORY

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

- Social media engagement ↑ 47% Workshop registrations ↑ 75% (120 → 210 attendees)
- Recruited 15 new volunteer mentors (+60%)
- Campaign reach: 5,200+ impressions; click-through rate 15% higher than previous campaigns
- Recognized by nonprofit leadership as "a model for digital-first community outreach"



FUTURE FOCUS

Equipped with skills in digital campaign planning, analytics, and audience-focused content creation. Ready to apply these to a Digital Marketing Coordinator role and grow into a Digital Marketing Specialist or Brand Manager.



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