

EMMANUEL PONCE

P: (647) 972-4264 | eman.a.ponce@gmail.com

www.emanantonio.com

SKILLS

- Copy editing, proof-reading, long-form feature writing, basic HTML, CMS (WordPress/SquareSpace), videography, photography and photo-editing
- Familiarity with interactive visual apps and websites to create visual stories
- Strong ability to explain detailed concepts and ideas in both written and verbal communication
- Proficient in Windows and Mac OS applications
- Organizational skills in prioritizing assignments and projects to meet deadlines
- Meticulous attention to detail in planning, organizing, and accomplishing tasks
- Highly self-motivated and can work independently or with a team

EDUCATION

Sheridan College

Graduate Certificate in Journalism – New Media

Oakville, ON

Sept 2013 – April 2014

York University

Honours Bachelor of Arts, Double Major

Toronto, ON

Sept 2007 – June 2011

- Majors: Communication Studies and Psychology

Humber College

General Arts and Science

Toronto, ON

Sept 2006 – April 2007

- Received the Achievement Award of Merit for obtaining the highest overall average

EMPLOYMENT HISTORY

Self-Employed

Freelance Photographer

Milton, ON

March 2017 – Present

- Provide various photographic needs, specializing in product and portrait photography. Clients so far include: Revolteur Clothing, DC83 Designs, Dare to LOVE Sports Club, and King's Vegetarian Food Inc.
- Research, scout and book photoshoot locations with clients
- Build relationships and consult with clients during pre and post-production to meet their needs
- Review, crop, and edit high volume of photos, and deliver finalized images to clients under tight deadlines

Milton Muay Thai & MMA Fitness Centre

Social Media Coordinator/Front Desk Associate

Milton, ON

February 2016 – April 2017

- Produced high quality photos, edited, and published posts on company's Instagram page that built meaningful connections and inspired community members to take action
- Developed and executed bi-monthly email newsletters to new and existing members
- Processed membership purchases and merchandise, and answered phone calls from potential clients
- Assisted new and existing students with training in both the adult and kids Muay Thai classes
- Updated and maintained customer data on company's CRM software

Milton Villager

Freelance Reporter/Photographer

Milton, ON

August 2015 – April 2016

- Wrote and edited articles on local Milton events
- Researched and conducted interviews with local residents and politicians, integrating information and quotations into news articles
- Photographed and edited high-quality images from events and interviews to include in written articles
- Promoted stories through multiple social media platforms, such as Facebook and Twitter

Enable Training and Consulting, Inc.

Marketing and Sales Assistant

Milton, ON

April 2015 – January 2016

- Delivered excellent customer service to existing and new clients
- Developed and presented software demos as required
- Provided marketing and sales support, including blogging, researching, and setting up client meetings
- Conducted customer outreach, including cold calling and follow-ups
- Updated data and entered notes into CRM for all calls, emails, and meetings

Enable Training and Consulting, Inc.

Junior Marketing Intern

Milton, ON

December 2014 – April 2015

- Conducted market and competitive research for an emerging Edu-Tech product
- Planned and developed marketing plans, including campaign strategies and market strategy insights
- Analyzed and maintained social media, blogging and Search Engine Optimization
- Created website for company's augmented reality app using Squarespace

IPPINKA

Writer/Editor

Toronto, ON

December 2014 – April 2015

- Researched and selected new, innovative products to be featured on IPPINKA's blog
- Wrote product descriptions, edited articles, and resized photographs
- Managed an editorial calendar, assigned articles, and provided writers with positive feedback
- Utilized WordPress, Google Drive, and Dropbox to organize resources and post written and visual content

York University

Toronto, ON

Research Assistant

May 2010 – May 2011

- Collaborated with Dr. MacLennan's team on her research project *Remembering Radio*
- Researched and organized extensive archival records and empirical data
- Searched and established contacts across Canada for field research purposes; conducted over sixty interviews in person and over the phone across Canada
- Edited and reviewed transcriptions for qualitative data analysis
- Maintained the *Remembering Radio*'s website with relevant updates
- Organized and processed employee payroll and administrative financial documents
- Trained and integrated several junior research assistants into tasks and projects

VOLUNTEER EXPERIENCE

York University

Toronto, ON

Co-Director of the Writing & Publishing Committee

Sept 2010 – April 2011

- Maintained and contributed to the Communication Studies Students Association (CSSA) newsletter
- Planned events such as tours, networking galas, and arranged executive meetings
- Promoted the committee and recruited new student members at first-year Communication Studies classes and the CSSA booth during York University's Welcome Week
- Hosted peer-review writing workshops for students from various programs.
- Collected and organized finances for the committee.