

ELI HINDSON

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Analytical, creative, and driven post graduate student with experience in digital content creation, social media management, and human psychology. Passionate about crafting compelling narratives and engaging digital strategies to enhance brand awareness and audience engagement. I'm a motivated team player and will use my creativity and keen eye for detail to effectively solve problems and take on new challenges.

EDUCATION

POSTGRADUATE OF MARKETING MANAGEMENT – DIGITAL MEDIA

George Brown, Toronto ON

SEPT 2024 – DEC 2025

BACHELOR OF PSYCHOLOGY, MINOR IN FILM STUDIES

Carleton University, Ottawa ON

SEPT 2018 – FEB 2023

HIGHLIGHTS OF QUALIFICATIONS

RESEARCH AND DIGITAL

- Developed branded graphics, short-form videos, and campaign assets using Canva, Adobe Photoshop, Illustrator, Premiere Pro, and After Effects—supporting multi-industry clients and contributing to measurable increases in engagement and content performance.
- Designed and optimized digital content for Instagram, TikTok, LinkedIn, and Facebook, supporting brand awareness, engagement, and consistent visual storytelling.
- Designed personal and corporate websites linked to macro and micro content, effectively funneling users from multiple channels to the brands digital home.

COLLABORATION AND LEADERSHIP

- Worked closely with Account Leads and the Creative Lead to execute social media campaigns, refine creative direction, and deliver assets ahead of deadlines—contributing to stronger client engagement and smoother cross-team workflows.
 - Led collaborative creative projects at Pinch Social, coordinating research, content planning, and production to deliver a fully developed social media content. This initiative strengthened team cohesion and demonstrated the ability to translate creative ideas into strategic execution.
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APPLIED EXPERIENCES

Social Media Coordinator, Content and Creative Intern, Pinch Social, Toronto ON

SEP 2025 – DEC 2025

- Managed social media publishing, community engagement, and content scheduling across multiple client accounts using AirTable and Hootsuite, ensuring consistent brand voice and on-time delivery.
- Created high-quality static and video assets using Canva and Adobe Creative Suite to support fast-paced, multi-client campaigns, contributing to higher audience interaction and elevated creative quality.

PA, Deena Film, Ottawa ON

MAY 2023 – JUNE 2023

- Coordinated logistics and schedules for the film crew and cast and collaborated on set and prop design with the director, leading to a wrap of the short film that was on time and under budget.
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TECHNICAL SKILLS & TOOLS

- **Social Media Platforms:** LinkedIn, X (Twitter), Meta, TikTok, Snapchat, YouTube
 - **Content Creation:** Adobe Creative Suite (Photoshop, After Effects, Premiere Pro), Canva, CapCut, iMovie
 - **Marketing Tools:** Google Analytics, AirTable, Hootsuite, CRM software, Email Marketing (Mailchimp, HubSpot), Meta Ads, SEMrush
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