



START HERE 

Affirm

Social & Community Manager



YOU:

Seeking a social-savvy marketer who *speaks internet* and understands that “*going viral*” isn’t a medical emergency.



A trend-tracking Information Designer with 8+ years of experience and success in the social media and marketing space.



HI, I'M EMMA!

Social Media + Marketing Lead,
with a knack for community
engagement and social growth.
I'm also a self-starter, who
is committed to providing
creativity, resourcefulness
and a silver-lining outlook!



WE'RE A MATCH!

TREND-SAVVY COMMUNICATOR

Dedicated social media fanatic who is chronically online and spots what's next before it peaks.

COMMUNITY BUILDER



Skilled at sparking real conversations and engagement that grows loyal, active audiences.

CREATIVE STORYTELLER

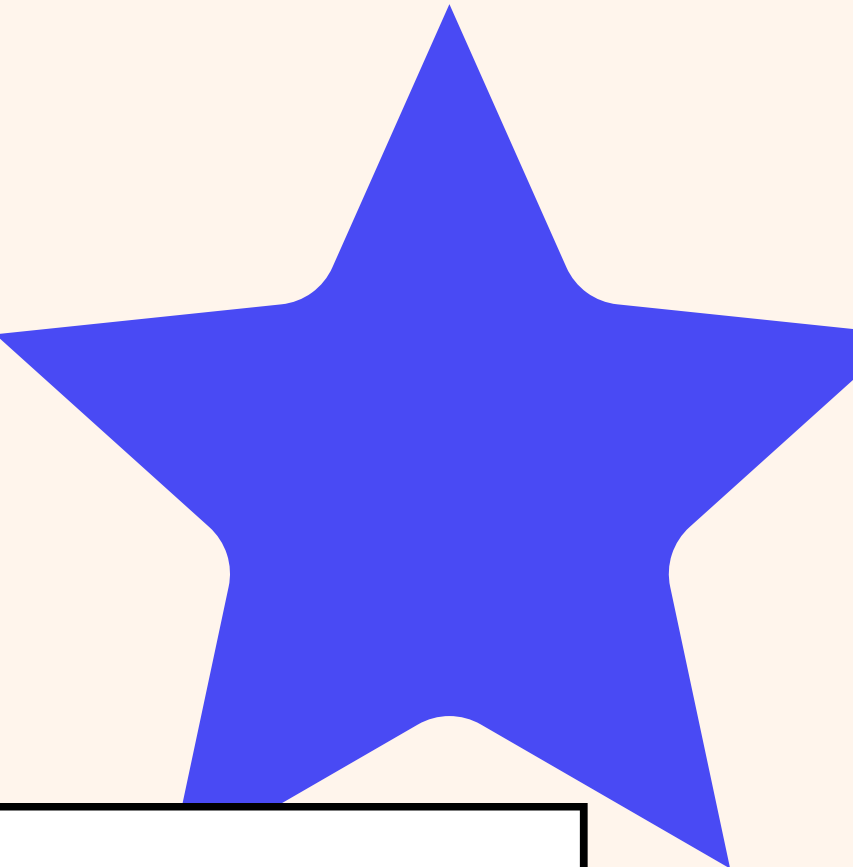
Strong instincts for storytelling across formats, crafting posts that feel fresh and human.

DATA-DRIVEN STRATEGIST

Uses data insights to guide strategy, optimize performance and drive measurable impact.



CREDENTIALIALS



I'VE WORKED WITH



KNOWLEDGE + EDUCATION

BACHELORS DEGREE
IN COMMUNICATIONS
MINOR | INFORMATION DESIGN
MOUNT ROYAL UNIVERSITY

DIGITAL MEDIA FOR BUSINESS
CERTIFICATE PROGRAM

HUMBLE BRAG

TREND DRIVER

Recognized early signals
that short-form video was
outperforming static
content and led the pivot
to video strategy,
resulting in higher average
reach and saves.

MINI PORTFOLIO

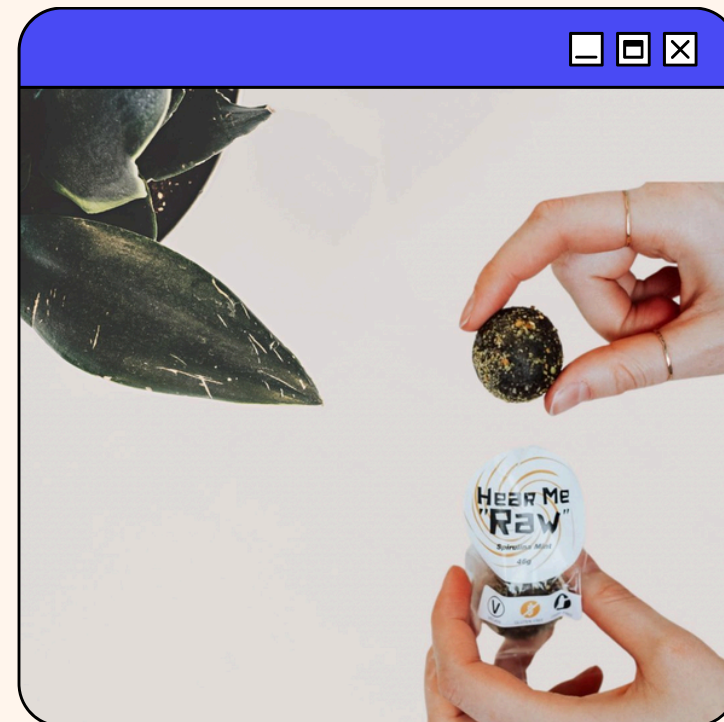
View Full Portfolio:

www.goodtwinvirtual.com/portfolio

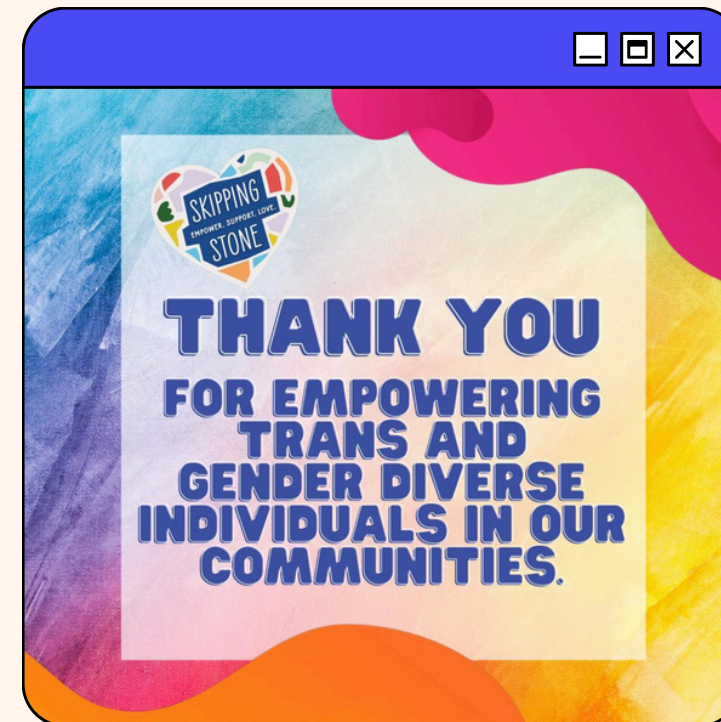
@STUDIOHAVEN__
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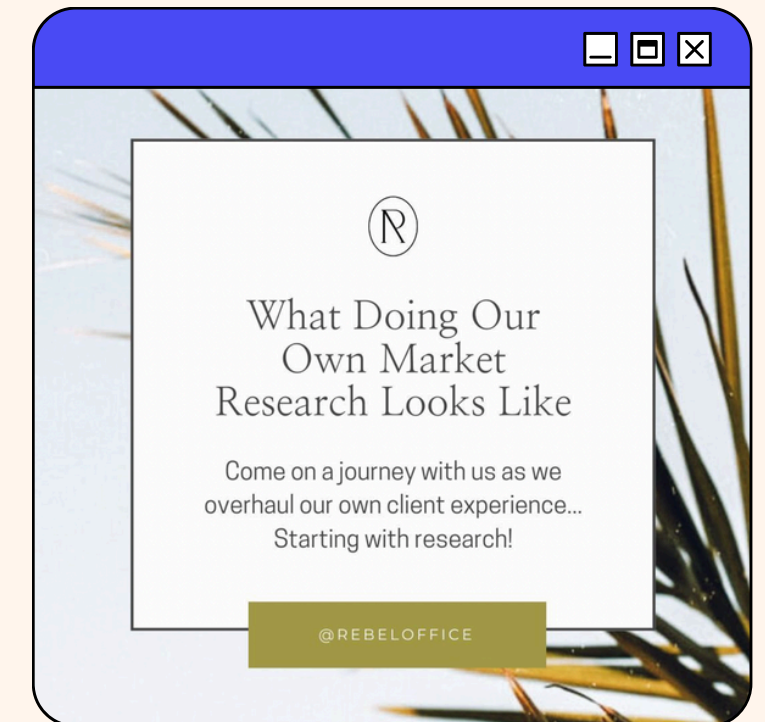
@HEARMERAWW
VEGAN SNACK FOOD



@KIDSUPFRONTALG
NOT-FOR-PROFIT



@REBELOFFICE
MARKETING AGENCY





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