

CARTER CROOK

CONTACT

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SKILLS

- Client Account and Relationship Management
- Project Development and Management
- Market Evaluation and Research
- Social Media Content Creation and Community Management
- Wix and WordPress
- Microsoft Office Applications
- MailChimp
- Canva
- CapCut Editor
- SalesForce
- Meta Business Suite

EDUCATION

MOHAWK COLLEGE

Advertising and Marketing
Communications Management

CERTIFICATIONS



VOLUNTEER EXPERIENCE

TANSLEY WOODS COMMUNITY CENTRE

Recycled used electronics in a way that is beneficial to the environment.

PROFESSIONAL SUMMARY

I have proven success and experience in customer service and engagement with an emphasis on account management. I excel at relationship building, prioritizing client needs and creating tailored and valuable solutions. I thrive both in collaborative team settings and while working independently. My strong work ethic drives me to focus on achieving positive and sustained results.

WORK EXPERIENCE

MARKETING AND SALES INTERN

Keel Digital Solutions

August 2025-November 2025

- Supported social media strategy by generating content ideas, scheduling posts, and reviewing analytics.
- Contributed copy for presentations and proposals aligned with their mission and goals.
- Assisted in creating content for their wellness hub to support individuals managing mental health challenges.

MARKETING INTERN

Stone Graphic and Web Design

June 2025-September 2025

- Manage social media content and campaigns contributing to creative direction for ads.
- Develop and schedule newsletters tracking performance and compiling client reports.
- Contribute to marketing strategy, creating presentations and content for campaigns.

SOCIAL MEDIA ASSISTANT

Care For Life Support Services

December 2024-Present

- Create engaging content, captions, and hashtags to maximize reach and appeal.
- Schedule content across Instagram and Facebook, optimizing posts for engagement.
- Grow online presence by actively engaging with relevant accounts and followers.

DOG CARE AND WELFARE ATTENDANT

Lions Foundation Of Canada Dog Guides

December 2023-June 2025

- Perform routine health checks to ensure dogs maintain their health.
- Administer daily medications to dogs that require further medical attention.
- Maintain clean kennels to provide dogs with a safe and clean environment.

MARKETING AND EVENTS ASSOCIATE

Burlington Chamber of Commerce

April 2022-August 2022

- Content and newsletter development to showcase chamber benefits and events.
- Review newsletter performance analytics to determine membership engagement.
- Development of standardized email templates to send to prospective members.
- Generated leads for businesses and successfully converted them to chamber members.

ACCOUNT MANAGER

Mohawk College Agency - LIVELAB McMaster (Client)

September 2021-February 2022

- Principle contact for the client, ensuring goals and objectives were on track and achieved.
- Facilitated client and team meetings to review deliverables and progress of campaign.
- Completed Client Contact Reports, Budget Control Reports and Time Sheets.
- Oversaw creation and revision of creative briefs based on client needs.