

JACK BENNETT

Marketing Professional

jackbennettson@gmail.com | 902-306-0291 | 435 Gabriel Rd., Falmouth, NS, B0P 1P0

SUMMARY

Recent commerce graduate with firsthand experience in social media marketing, content creation, community engagement, and event promotion. Skilled in *Canva*, campaign messaging, and stakeholder coordination, with a strong record of leadership in athletics and community programs.

KEY SKILLS

Leadership | Creative Problem Solving | Critical Thinking | Accountability | Project Execution |
Campaign Planning | Strategic Storytelling | Initiative | Project Coordination | AI Prompt Development

WORK EXPERIENCE

Windsor Township Business Association

June 2026 - August 2026

Tourism Marketing Intern

- Developed and managed social media content promoting local businesses, events, and tourism experiences across Facebook and Instagram.
- Facebook and Instagram: increased views by 182%, content interactions by 192%, followers by 420%, and watch time by 800%
- Planned, filmed, and edited original video campaigns.
- Designed branded posters, social graphics, reels, and promotional materials for community events and business initiatives.
- Led digital promotion for the Summer Concert Series, Artists Alley Market, CLASSIFIED ticket giveaways, and other community programming.
- Coordinated with business owners, performers, board members, and community organizations to produce interviews and promotional content.
- Conducted tourism research and visitor engagement activities to identify opportunities to improve local experiences and increase community participation through surveys.

Sackville Golf & Country Club

May 2024 - August 2024

Maintenance

- Managing time to ensure tasks are completed
- Follow directions from supervisors

Windsor Elms Village

Summer 2020, 2021, 2022, 2023

Recreation Summer Student

- Plan and lead group activities for residents
- One-on-one visits with residents
- Recognized by leaders, fellow employees, and residents' families for the strong relationships established
- Responsible for decision-making

Mount Allison Men's Varsity Soccer

February 2023 - August 2025

Social Media Manager

- Designing and publishing posts promoting the program and games
- Responding to messages
- Extensive *Canva* experience

Self-Employed**April 2017 - October 2022****Lawn Care**

- Hired by neighbours to mow their lawn and tend to other yard work
- Hired by Les Amis de Grand-Pré to mow lawn and do yard work for Sainte-Famille cemetery

Volunteer**May 2018 - April 2026****Soccer Coach**

- Assistant Coach for West Hants United U11 Boys soccer team in Falmouth (2018-2019)
- Assistant Coach for West Hants United U13 Boys winter soccer (Winter 2021)
- Grassroots Coach for Codiac FC U7, U9, U11, U13 (Summer 2024)
- Assistant Coach for Junior Mounties (Winter 2025, 2026)

EDUCATION**Mount Allison University****September 2021 - May 2026****Bachelor of Commerce**

- Minors in Economics, International Business & Economics, Visual & Material Culture Studies
- Winner of Enterprise case study competition - AI integration
- Member of Venture Capital Investment Competition - 5th place finish in Canadian division
- Plate it Forward - Connected Mount Allison's meal hall with a local food bank and delivery partner, helping redirect approximately 25 pounds of surplus food each week.

LinkedIn Learning**July 2025**

- Certificate in Project Management Foundations

Avon View High School

- Graduated with honours-level marks in 2021

ACHIEVEMENTS**Mount Allison Men's Varsity Soccer**

- Played 5 seasons at the AUS level; team captain for 3 years; named team MVP for the 2023-24 season.

Soccer Nova Scotia

- Member of the provincial program from the ages of 12 to 18. Included opportunities to travel to Quebec and British Columbia, as well as participating in the Atlantic Championships each year.

Avon View High School

- Student council member
- Played 4 years of varsity soccer; won the school's first regional banner, captain in grade 12