

# JUSTIN ORESKOVICH

Niagara Falls, Ontario | 905-358-0573 | [justinoreskovich@hotmail.com](mailto:justinoreskovich@hotmail.com) | [LinkedIn](#) | Website

## Summary of Skills

- Well-versed in event management, social media management, and media relations
- Certified in Adobe, Microsoft Office, Mailchimp, Google Ads/Analytics, Media Relations
- Award-winning presenter with experience leading employees in a workplace environment
- Meticulous with strong leadership skills and an excellent work ethic
- Exceptional teamwork and interpersonal communication skills
- Intermediate French skills both in speaking and in writing

## Education

**Ontario Graduate Certificate, Public Relations** 2020 – 2022  
**Humber College, Etobicoke**

**Honours Bachelor of Social Science, Business Communications** 2015 – 2019  
**Brock University, St. Catharines**

## Relevant Professional Experience

**Communications Associate (contract)** 2023  
**Niagara Peninsula Conservation Authority, Welland**

- Raised the online following by 10% by filming/editing videos, blog articles, and creating social media content
- Successfully did a media pitch to *CBC News* about a new announcement held at one of the Conservation Areas
- Took initiative to edit the *NPCA* website resulting in updated content and praise from management

**Full-Time Men's Apparel Merchandiser** 2022 – 2023  
**Nike, Niagara on-the-Lake**

- Supervised small groups of employees in men's apparel, attending to my duties, and assisting customers
- Won the Employee of the Month award within my first month at the company
- Raised over \$500 through Nike's ambassador program to the local soup kitchen

**Communications Specialist (contract)** 2022  
**Corus Entertainment (Complex Canada), Toronto**

- Raised the social media following from 130,000 – 180,000 by creating engaging content
- Arranged editorial interviews with celebrities who have been sought after for several years by Complex Canada
- Launched the company *TikTok* account and created paid campaigns for clients
- Received critical praise on a North American wide video call from the head social strategist for my work

**Communications Internship** 2018 – 2019  
**Impact Promotions, St. Catharines**

- Organized an event for *The Michael J. Fox Foundation*
- Used Adobe to design the promotional materials for Marcel Dionne's company
- Practiced Content Management and Search Engine Optimization to help clients improve search results

**Communications Internship** 2015  
**Danima Creative Group, Niagara Falls**

- Organized an event for *The Michael J. Fox Foundation*
- Used Adobe to design the promotional materials for Marcel Dionne's company

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- Practiced Content Management and Search Engine Optimization to help clients improve search results

## Other Professional Experience

### **Server**

**2015 – 2018**

#### ***IHOP, Niagara Falls***

- Successfully provided service for up to 40 customers at a single time
- Customers specifically asked to have me as their server due to previous positive experiences
- Received positive feedback from management for my work ethic

## Volunteer Experience

### ***Canada Games Media Relations Volunteer***

**2022**

- Prepared, scheduled, and monitored interviews between journalists and athletes
- Instructed Canadian photographers for the swimming and tennis events
- Assigned to independently open and close the media events tents

### ***Niagara Falls Soup Kitchen Volunteer***

**2019 – Present**

- Organize and hand out meals to hundreds of homeless people on Sundays
- Teach new volunteers what needs to be done in the meal prep process
- Maintain cleanliness within the kitchen and the rest of the soup kitchen premises

### ***Niagara Polo Charity Event***

**2018**

- Used social media publishing software to help promote sponsors on the Niagara Polo social media accounts
- Researched client history and utilized graphic design to publish relevant content for the upcoming event