

Myron Leon

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Portfolio: <https://webflow.com/n/doheenomyronleon>

Professional Experience Summary

Multimedia content creator and digital storyteller with over 4 years of experience in social media marketing, video production, and brand design. Adept at developing visually compelling campaigns, managing content calendars, and growing engaged communities across platforms like Instagram, TikTok, and Facebook. Proven success in leading multimedia campaigns for freelance clients and community organizations. Passionate about blending creativity with data to deliver meaningful and results-driven content in the wellness and cultural sectors.

Select Achievements

- Recipient, **Digital Design Applied Arts Award** (Toronto, 2022)
- Winner, **UBCO Digital Poster Contest** (\$250, 2022)
- Recipient, **Asper Scholarship for Creative Arts Excellence** (\$1,300, 2021)
- Winner, **D&AD New Blood Award** – Best High School Portfolio (UK, 2020)

Education

Bachelor of Media Studies - University of British Columbia – Vancouver, BC

Sep 2020 – May 2024

Digital Content Creation Experience

Freelance Graphic Designer & Content Creator

Fiverr & Independent Clients | Vancouver, BC

2020 – Present

- Designed and published over 150 branded multimedia assets—including reels, promo videos, and infographics, using Canva, Photoshop, and Final Cut Pro, achieving 100% client satisfaction and repeat businesses.
- Developed and executed content calendars aligned with client goals, optimizing post timing and format across Instagram, TikTok, and Facebook to boost engagement by up to 40%.
- Created ad-ready visuals and templates tailored for Meta Ads Manager, improving click-through rates and campaign performance for wellness and lifestyle brands.
- Applied client feedback and analytics to refine visual storytelling and increase reach, using tools like Google Drive and Canva's brand kit for streamlined collaboration

Volunteer Coordinator & Digital Strategist

Poco Writers Group | Port Coquitlam, BC

Feb 2023 – Jan 2024

- Led the creation of branded content using Canva and Instagram scheduling tools, resulting in significant increase in follower engagement and community participation.
- Built and maintained a strategic content calendar balancing promotional, educational, and user-generated content, aligned with group goals and seasonal themes.
- Facilitated digital storytelling workshops and coordinated member features, contributing to multiple members publishing work during the campaign period.

Campaigns & Projects

#activism Campaign

The University of British Columbia | Vancouver, BC

Jun 2023 – Aug 2023

- Co-led a youth-focused campaign on digital platforms (Instagram, TikTok) to raise awareness about activism, reconciliation, and decolonization
- Created a series of short videos, reels, and infographics using Canva and Final Cut Pro, resulting in a significant increase in engagement and shares
- Managed a social content calendar and collaborated on messaging, visual style, and audience targeting

Reconnecting Program – Grant & Media Lead

N'Doheeno Myron Leon | Vernon, BC

Jan 2022 – Nov 2022

- Supported a land-based storytelling initiative funded by the BC Arts Council and First Peoples' Cultural Council
- Produced and edited digital content documenting cultural practices (i.e. Weaving and carving) using Adobe Premiere, Photoshop, and Canva, contributing to a digital archive for community storytelling.
- Designed branded visuals and promotional materials for grant reporting and public outreach, supporting successful funding renewals.
- Collaborated with community leaders to ensure cultural accuracy and respectful representation in all media assets.

Cultural Representative – Canada Pavilion

Walt Disney World | Orlando, FL

Dec 2020 – Jan 2021

- Delivered cultural storytelling presentations to international audiences
- Co-developed visual storytelling installations to showcase Indigenous and Canadian heritage
- Gained exposure to world-class media production and entertainment

Technical Skills

- **Design & Multimedia:** Adobe Photoshop, Illustrator, Canva, CorelDraw, Final Cut Pro X
- **Marketing & Strategy:** Meta Ads Manager, Instagram Insights, Google Analytics (basic), Later, Sprout Social (familiar), Monday.com
- **Web & Coding:** HTML/CSS, Python, JavaScript, Babylon.js, Meteor
- **Video Production:** B-roll filming, DSLR setup, lighting, jump cuts, post-production editing

Job Title: [Content Creator & Social Media Specialist](#)

Location: Central Okanagan – Kelowna / West Kelowna / Penticton / Vernon, BC
(In-person required; not open to agencies or fractional marketing roles)

Employment Type: Full-Time, Permanent

Schedule: Monday – Friday, 9:00 AM – 5:30 PM

Salary Range: \$60,000 – \$70,000 (based on experience)

Reports To: VP of Marketing & Operations

Start Date: ASAP

About BIOS Wellness Clinics:

Bios Wellness Clinics offers a multidisciplinary approach to health by integrating medical aesthetics, naturopathic medicine, and complementary & alternative medicine. We focus on cutting-edge treatments and technologies to support client wellness.

We pride ourselves on:

- Innovation in wellness and aesthetics
- A collaborative and creative work culture
- Professional growth and ongoing development

Position Summary:

We are seeking a skilled Content Creator & Social Media Specialist to help elevate our digital presence. You'll work closely with our marketing team to create visually compelling, engaging multimedia content and manage our social platforms, campaigns, and analytics.

Key Responsibilities:

Content Creation & Development

- Produce engaging, on-brand multimedia content: short videos, reels, stories, etc.
- Collaborate with the marketing team to align content with brand and strategy.
- Edit and optimize media assets for platforms like Instagram, Facebook, TikTok.
- Manage the full content pipeline (filming → editing → publishing).

Social Media & Platform Management

- Schedule and publish content across all social platforms.
- Monitor and respond to comments, messages, and engagement.

- Maintain a balanced, strategic content calendar (promotional, educational, UGC).
- Monitor ad compliance and platform policy changes.
- Analyze and report on performance metrics to optimize content strategy.

Digital Advertising & Campaign Support

- Collaborate on campaign themes, messaging, and audience targeting.
- Assist in launching and optimizing promotional, seasonal, and event-based campaigns.

Collaboration & Strategic Input

- Stay updated on trends in content marketing, video, and social media.
- Propose new content formats or campaign ideas.
- Use Monday.com to track project timelines and deliverables.

Qualifications:

- Bachelor's degree in Marketing, Digital Media, or related field – or equivalent experience
- 3–4 years of experience in:
 - Social media marketing
 - Paid advertising
 - Email marketing
- Proficiency with:
 - Adobe Creative Suite
 - Canva
 - Meta Ads Manager, Google Ads
 - Social tools like Sprout Social, Later
- Familiarity with Google Analytics
- Strong written and verbal communication
- Highly organized and capable of managing multiple timelines
- **Preferred:** Prior experience in the medical aesthetics or wellness industry

What We Offer:

- Competitive salary
- Flexible hybrid work environment
- Professional development opportunities
- A collaborative and supportive team culture

Additional Info:

Language Requirements: English (French not required)

Relocation: Must be able to commute or relocate to Central Okanagan (Kelowna area)

Application Deadline: July 30, 2025

Educational Disclaimer

The sample resumes and cover letters provided are for educational purposes only. Please note the following:

- **Fictitious Content:** All names, job titles, and experiences included in these samples are entirely fictional. They do not represent real individuals or actual career histories.
- **Job Postings:** Each sample includes a job posting that was once publicly available online. These postings are included to demonstrate how to tailor application materials to specific roles. However, they may no longer be active or valid.
- **Learning Tool:** These materials are intended solely as a learning resource to help students understand effective job application writing strategies. If you have questions, please contact career.center@ubc.ca.