



SOCIAL MEDIA PORTFOLIO

BY NICOLE AMARAL



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ABOUT ME

NICOLE AMARAL

I am a Concordia University's John Molson School of Business graduate in Marketing and Management (BComm), and currently pursuing a Graduate Degree in Communications. As an athlete, I seek to bring my passion for the rapidly growing field of women's sports into my work, combining my business expertise with firsthand experience in the industry.

In over 3 years of experience in digital marketing, I have amassed an array of experiences in social media management, from conceptualizing and creating to editing content during my time with Cheval Québec, Concordia Marketing Aid Clinic and the Concordia Stingers women's rugby team.



PROFESSIONAL EXPERIENCE

CHEVAL QUÉBEC

2022-2024

Communications Agent

CONCORDIA MARKETING AID CLINIC

2023-2024

Social Media Specialist

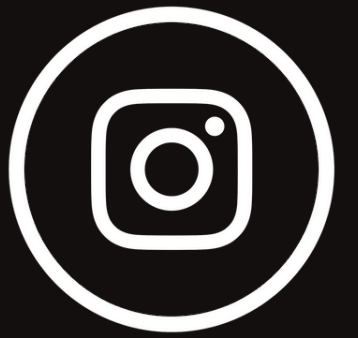
STINGERS WOMEN'S RUGBY TEAM

2024-Present

Social Media Manager

PREVIOUS PROJECTS WITH CHEVAL QUÉBEC

+3,000
SOCIAL MEDIA
FOLLOWERS

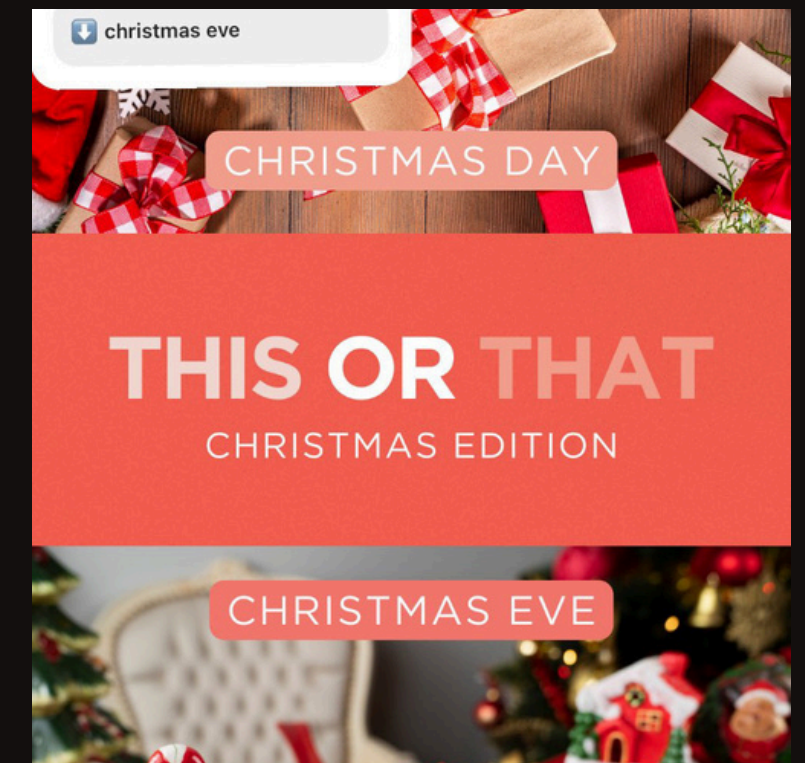
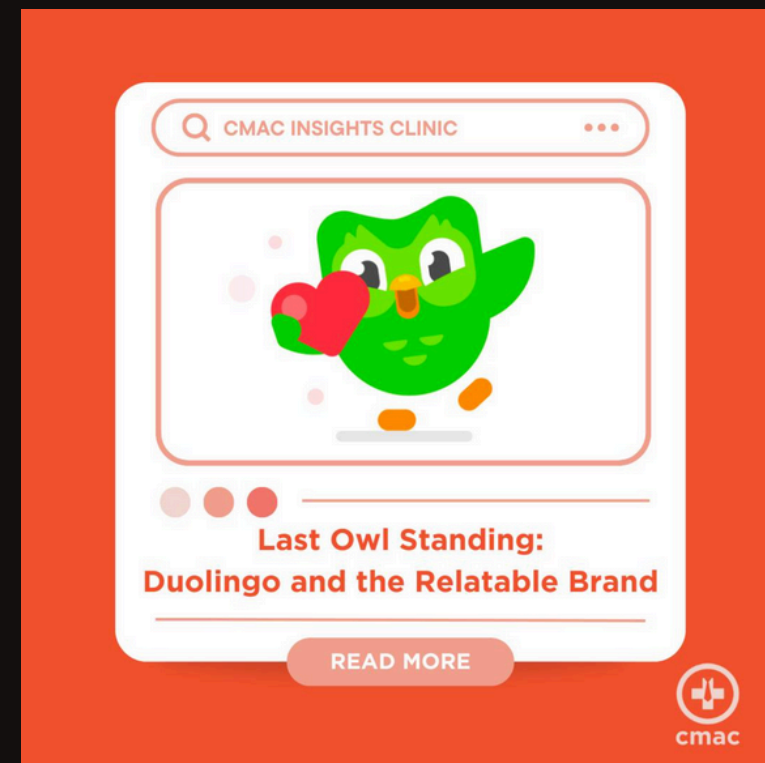


↑
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+20%
MORE POST
ENGAGEMENT

PREVIOUS PROJECTS WITH CONCORDIA MARKETING AID CLINIC

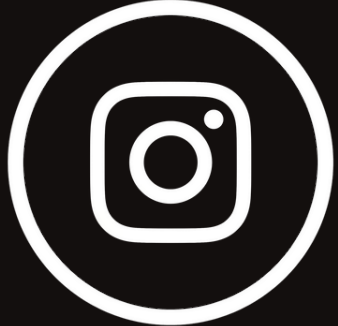
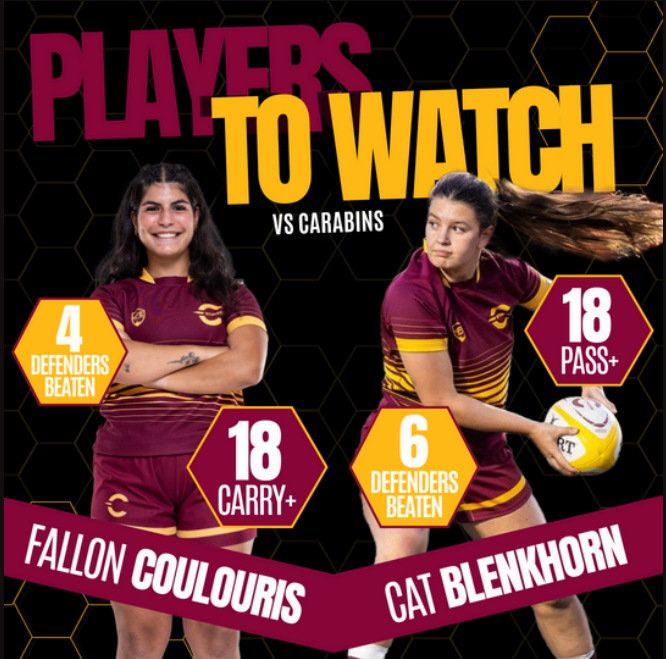


Tasks executed: content editing & caption writing.

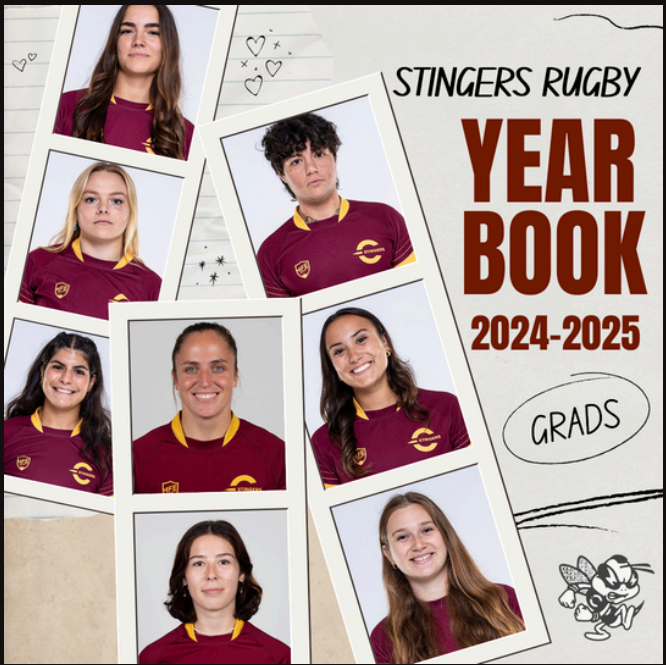
PREVIOUS PROJECTS WITH STINGERS WOMEN'S RUGBY TEAM

+592.1%
ACCOUNTS
REACHED

+170.2%
ACCOUNTS
ENGAGED



CLICK HERE FOR MORE



PREVIOUS PROJECTS

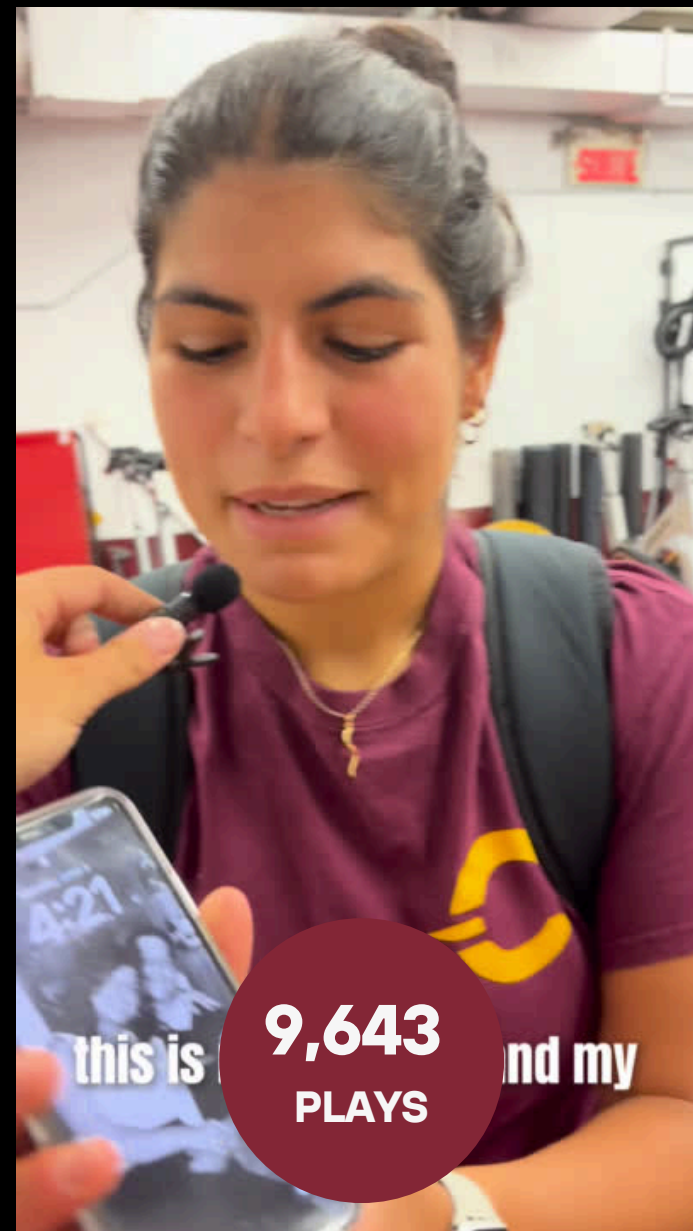
MISCELLANEOUS



INSTAGRAM REELS

Tasks executed: content creation, video editing & caption writing.

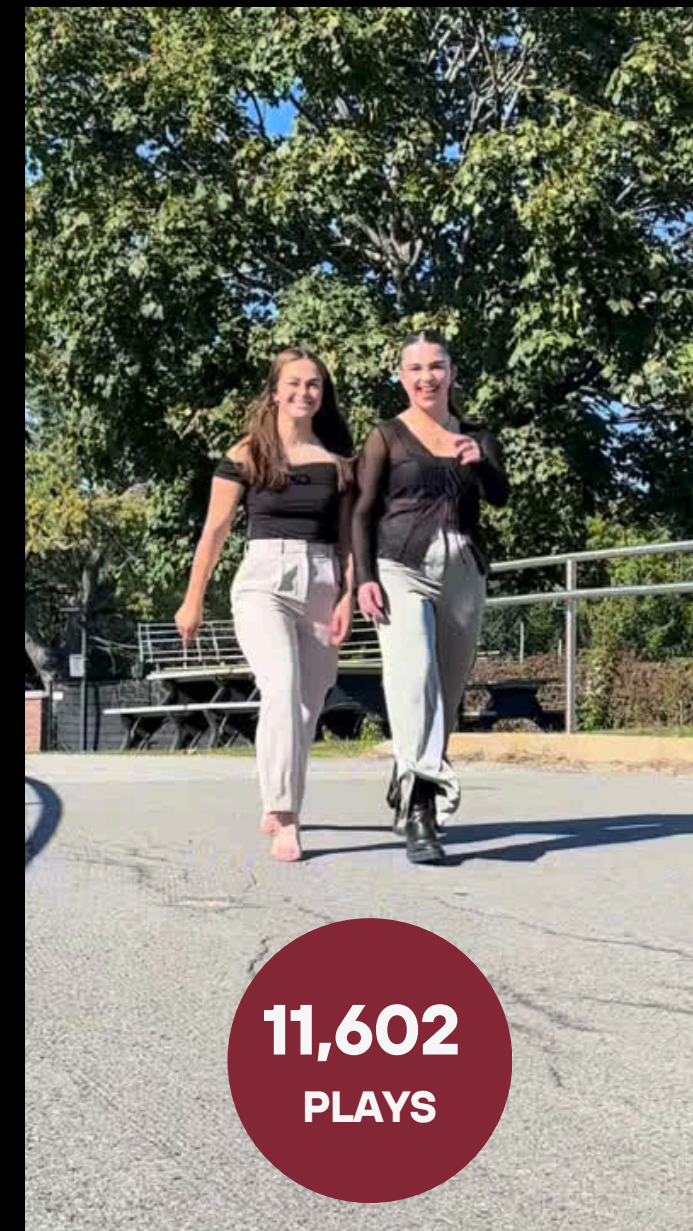
@CONCORDIA WRUG



**WHAT IS YOUR LOCK
SCREEN?**



**ATHLETE ARRIVAL
TIME**



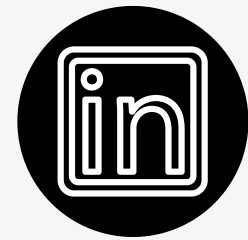
GAME WALK IN



**GIVING TUESDAY
CAMPAIGN**

THANK YOU

LET'S STAY IN TOUCH!



Nicole Amaral



info@namarketing.ca



(514) 715-6764