

Lena Cook

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LINKS

[Portfolio](#), [LinkedIn](#)

WORK EXPERIENCE

Jun 2021 — Present	Marketing and Plant Care, Pinelane Flower Farm	Tilbury
	• Manage content creation and photography for @PinelaneFlowerFarm on Instagram and Facebook • Create video content using Instagram Reels and Capcut, graphics using Canva and edit photographs using Affinity Photo	
Jan 2025 — Apr 2025	Marketing Intern, Goodwill Industries	London
	• Developed content for @GoodwillOGL on Instagram and Facebook, reaching over 20k followers, and promoting store sales and brand initiatives, including sustainability • Developed content for @Edgarandjoes on Instagram and Facebook, reaching 2.8k followers, promoting daily specials and attracting general business • Researched trending memes, video audios and popular culture references to create innovative, audience-focused content	
May 2023 — Aug 2024	Student Tourism Assistant, Chatham-Kent Tourism	Chatham-Kent
	• Developed social media content for @VisitCK on Instagram and Facebook to attract outside visitors, supporting economic growth by bringing new revenue into the community • Created content and engaged with the community by visiting local businesses and events, promoting tourism activities and enhancing brand visibility among both residents and visitors • Utilized CapCut and Canva to design visually engaging social media content aligned with brand aesthetics • Organized content schedules using Hootsuite to ensure consistent uploads • Supported the Special Events team by researching protocols for a new mobile stage	
Mar 2018 — Jan 2023	Sales Associate and Cashier, Canadian Tire	Tilbury
	• Delivered in-store and phone customer service • Managed the outdoor Garden Centre independently during the summer of 2022	

AWARDS

Jun 2021	Entrepreneur Award at École Secondaire de Pain Court	Pain Court
	• Recognized at Grade 12 graduation for entrepreneurial achievement in launching Lena's Scrunchies, demonstrating standout leadership and digital marketing skills	

EDUCATION

Jun 2025	B.A, Honours specialization in Media and Communication Studies and a Certificate in Digital Communications, University of Western Ontario	London
Jan 2025	LinkedIn Learning / Marketing Strategy: SEO Content Writing	
	• Gained skills in keyword research, content optimization, and SEO copywriting	

SKILLS

Canva	iMovie
Affinity Photo	Microsoft 365
Adobe Photoshop	Hootsuite
DSLR Photography	French
Capcut	