

SAMANTHA ORR

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SUMMARY

Enthusiastic and results-driven Global Business and Digital Arts (GBDA) student from the University of Waterloo entering 4th year. Blending creativity with strategy leveraging digital tools to produce measurable impact. With 2+ years of marketing experience at Eyewords and NVA Canada specialized in brand development, marketing strategy, and creative design projects. Eager for an opportunity to prove myself.

EDUCATION Bachelor of Global Business and Digital Arts (2022-present)
University of Waterloo

Design and Business (Oct 2025 -present)
Lancaster University

KEY SKILLS

Marketing

- Google Ads
- Meta (setup and usage)
- Sprout Social
- Mailchimp
- SEO & SEM

Media Production

- Adobe Creative Suite, Canva, CapCut.
- GenAI
- Experienced with DSLR cameras, microphones, lighting setups, and gimbals
- Product Design, Graphic Design, Motion graphics, Infographics
- Video production

Project Management

- Proficient in Asana

Analytical Skills

- Data Analysis & Research, KPI Tracking
- Data Visualization
- Google analytics, Meta Ads Manager, Excel, SurveyMonkey, Instagram Insights
- Persona Development, A/B Testing, Usability Testing

Design & Development Skills

- UX Design & Prototyping (Figma, p5.js, HTML)
 - Product & Graphic Design, Wireframing, Interaction Design
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WORK EXPERIENCE

● Eyewords Inc. (April 2025- Sept 2025)

Creative Marketing Lead & Jr. Product Manager

- Created marketing content with Adobe Suite, Canva, CapCut, and Sprout Social, reaching 30K+ Instagram followers.
- Redesigned website in creating Figma and Shopify, collaborating with indian based development team leading daily stand ups and work package acceptance meetings a to ensure a seamless rollout.
- Led the ESL campaign with Google Ads, Meta Ads, SEO, and Mailchimp; managed in Asana/Excel and analyzed in GA & Meta Ads Manager, exceeding engagement KPIs by 33%.
- Optimized digital assets across Shopify, Teachers Pay Teachers, and Amazon, boosting conversion rates by 20%.
- Shaped brand strategy, aligning visuals and messaging with the Science of Reading framework to strengthen credibility with educators in 50+ countries.

● Product Marketing & Design Associate Part time (April 2024-April 2025)

- Managed and created social media content, incorporating UGC.
- Supported design initiatives, including leading the development of onboarding packages for sales reps.

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WORK EXPERIENCE

- **Digital Marketing Specialist & Product Designer** Part time **(Sept 2023-April 2024)**
 - Created marketing content. Led product design, creating mockups, prototypes, and coordinating with printers. Photographed and edited product shots to enhance branding.

NVA Canada

(Sept 2024-Dec 2024)

Marketing Intern

- Contributed to the high-impact "Golden Years" campaign, leveraging Google Ads to exceed KPIs. Analyzed campaign performance using Google Analytics, SurveyMonkey, Mailchimp, Excel, and pivot tables, and conducted interviews with individual clinics to optimize strategies and drive results.
- Developed and scheduled engaging content across platforms using Adobe Suite, Canva, CapCut, and Sprout Social, driving a 17% increase in social media follower growth.
- Worked with multiple clinics to develop different campaigns, each catered to individual goals and clinic branding.
- Redesigned the procurement page using Figma, persona analysis and usability testing, enhancing UX and workflow efficiency.
- Revamped new employee onboarding by designing branded welcome kits using Adobe Creative Suite.

The Knotty Needle

(Apr 2023 - Present)

Co- Founder

- Co-founded and operated a successful crochet business.
- Curated a brand identity and social media presence, leading to international sales.
- Utilized User-Generated Content (UGC), showcasing the product on real customers.
- Kept up with industry trends and adapted product offerings to meet customer preferences and market demand.
- Attended campus community marketplaces to sell products and set up a booth

Server

(Apr 2021 - Sept 2025)

Rebel Layne, Famoso Restaurant, Thaifoon Restaurant, Pickle Barrel

- Worked part time as a server for the last 4 years through school, internships and volunteer work.

AWARDS

uXperience Design Jam 2nd Place
University of Waterloo

(2024)

Merit Scholarship
University of Waterloo

(2022)

VOLUNTEER

Fashion For Change - Photographer

(Sept 2024- present)

The Children's Hospital - Concession Stand

(June 2024- present)

Investing in the Children - Guitar Teacher

(May 2024- Oct 2024)

Radio Western - Radio Host

(June 2024- Aug 2024)

May 19, 2025

To Whom It May Concern,

It is my pleasure to recommend Samantha Orr. In my position as CEO at NVA Canada, I had the opportunity on several occasions to witness Samantha's contributions and growth during her internship with our marketing team. Samantha made substantive contributions to many projects during her brief four months with us.

Her contributions ranged from creating marketing content, aggregating marketing performance metrics, redesigning the implementation of the procurement webpage, redesigning the welcome brochures and packages for new team members. Additionally, she revitalized the art installation for our building's timeline wall. Samantha also visited clinics to capture photos and videos. She then edited these videos for use in marketing material. Samantha demonstrated her initiative and ability to handle diverse and dynamic challenges effectively.

Samantha was our first co-op hire from the University of Waterloo's GBDA program and we were impressed by the diverse skills, work ethic and confidence she has attained at school.

Samantha's positive attitude, commitment and the way she approaches every tasks with enthusiasm positions her well for future roles within NVA Canada or another organization.

Warm regards,

Jim Gabel

Jim Gabel

CEO

(416) 844-0108

www.NVACanada.ca





September 19, 2025.

To Whom it May Concern,

It is with great confidence that I recommend Samantha. Over the past two years, I have seen her grow into a skilled professional whose work has had a direct and lasting impact on our company.

When I first hired her, she was entering her second year of university with no prior experience. From the beginning, she stood out with creativity, discipline, and an eagerness to learn. She quickly proved herself as someone who not only completed tasks but also looked for ways to improve processes and deliver results.

One strong example was her work with educators, where she identified opportunities to align our resources more closely with curriculum. This strengthened the value of our products and contributed to sales growth. She also took ownership of our digital presence, building our social media following to more than 30,000, and expanding into website development, SEO, Google Ads, and Meta Ads. These strategies generated significant growth and lasting visibility for our brand.

What makes Samantha exceptional is her mindset. She approaches challenges with optimism, curiosity, and initiative. She anticipates needs, takes responsibility, and consistently exceeds expectations. Her contributions have shaped both our marketing strategy and the way we view our brand as a whole.

Samantha has grown from a promising student into a confident professional whose creativity, work ethic, and vision are outstanding. I recommend her without reservation and would be glad to provide further insight into her abilities.

Sincerely,

Jennifer Baldassaro

CEO

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