

JUSTIN ORESKOVICH

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OBJECTIVE

To leverage my background in public relations and business communications to help an organization enhance brand visibility, audience engagement, and successful marketing campaigns. I offer proven expertise in strategic content creation, campaign management, and data-driven marketing. My goal is to craft results-oriented marketing solutions that drive revenue growth and align with key business objectives.

ACCOMPLISHMENTS

- Increased Complex Canada's Instagram following by 36% (132K to 180K), helping attract new PR clients and generating an estimated \$50,000 in revenue through elevated brand visibility.
 - Spearheaded two of the most successful fundraising campaigns in Boys and Girls Club of Niagara's history, raised \$10,000+ in funds and in-kind donations through corporate outreach.
 - Collaborated with the Rotary Club of Fonthill to produce a promotional video for a community event. Scripted, filmed and edited the video, saving the non-profit between \$1,000 and \$5,000 in expenses.
 - An award-winning public speaker, a 2023 *Niagara Falls Volunteer Recognition Award* recipient, and Employee of the Month for excellence in leadership, collaboration, and community involvement.
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PROFESSIONAL EXPERIENCE

Go Live Support Assistant (Contract)

Niagara Health, St. Catharines, Ont. | Sept. 2024 — Nov. 2024 **(left early due to shoulder surgery)*

- Delivered one-on-one technical support to doctors and nurses during the software rollout, ensuring seamless access to patient records while training staff on system navigation
- Selected by the former Niagara Health training co-ordinator to provide on-demand assistance across multiple hospital departments, saving staff time and allowing for more direct patient care
- Collaborated with the Niagara Health education team to plan and coordinate Go-Live activities, streamlining communication among support members and improving rollout efficiency

Busser/Server

My Cousin Vinny's Restaurant, Niagara Falls, Ont. | Apr. 2024 — Aug. 2024 **(left due to physical pain from the job)*

- Managed high-volume food and drink orders, contributing to thousands of dollars in daily sales in a fast-paced, customer-facing environment
- Provided exceptional service (English and French), reinforcing the restaurant's reputation and enhancing guest satisfaction
- Resolved customer concerns quickly and tactfully, applying strong communication and interpersonal skills to maintain a positive dining experience

Communications and Events Coordinator

Boys and Girls Club of Niagara (BGC Niagara), Niagara Falls, Ont. | Nov. 2023 — Feb. 2024

- Produced promotional videos that boosted donor memberships by 5%
- Elevated social media engagement by 8% through visual storytelling
- Added four additional volunteers at fundraising events through organic marketing initiatives
- Managed media relations with the Niagara IceDogs, the Hamilton Tiger-Cats, the North Face, and Nike Canada

Communications Associate (Contract)

Niagara Peninsula Conservation Authority (NPCA), Welland, Ont. | Jun. 2023 — Jul. 2023

- Increased the organization's social media following by 5% through targeted content strategies tailored to key audience segments
- Executed a variety of marketing campaigns, including user-generated content, brand awareness
- Coordinated media opportunities by supporting [local](#) television producers and arranging stakeholder interviews at community events

Men's Apparel Sales Associate

Nike Factory Outlet, Niagara-on-the-Lake, Ont. | Oct. 2022 — Jun. 2023

- Supervised and trained team members in line with Nike's customer service policies, leading to positive customer feedback regularly passed along by management
- Sold more than \$10,000 worth of merchandise through salesmanship and product knowledge, contributing to one of Canada's top three most profitable Nike stores
- Raised \$500 individually for the Niagara Falls Soup Kitchen through the Nike Ambassador Program by volunteering time and efforts
- Managed inventory by processing and stocking up to 10 units per shift, ensuring the newest and highest-quality products were promptly available to customers

Communications Assistant

Corus Entertainment (Complex Canada), Toronto, Ont. | Jan. 2022 — May 2022

- Served as a brand representative for international collaborations such as Universal Studios, Lids, and theScore, enhancing brand credibility and audience reach
- Recognized by senior executives during a global team meeting for innovative social media strategies and creative content execution
- Coordinated media relations for celebrity engagements with Sidhu Moose Wala, Kyle Lowry and Simu Liu, generating high-performing content that boosted audience engagement by 5,000 followers

EDUCATION

Ontario Graduate Certificate, Public Relations (Honours)

Humber College, Etobicoke, Ont. | 2020 – 2022

— Member of the graphic design team for the 2020 Humber Sustainability Event

Honours Bachelor of Social Science, Business Communications (Honours)

Brock University, St. Catharines, Ont. | 2015 – 2019

— Member of the Brock Marketing Association club

VOLUNTEER EXPERIENCE

Media Relations Volunteer Niagara 2022 Canada Summer Games, Niagara Region, Ont. | 2022

- Co-ordinated interviews and media logistics for English and French [reporters](#)
- Supported [CHCH News](#) with on-site reporting and media management