

ADDISON WITKOWSKI

Digital Journalism Student

Kamloops, BC | addiwitkowski@gmail.com

SUMMARY

- Dedicated and versatile professional with experience in sales, retail, and event management
 - Proven ability to deliver exceptional customer service and manage inventory efficiently
 - Experienced in developing and executing effective social media marketing strategies
 - Strong organizational and leadership skills gained from managing nightly operations at a European hostel
 - Demonstrates commitment, discipline, and teamwork as a University Volleyball Player and Academic All-Canadian
 - Currently pursuing a Journalism degree with strengths in research, writing, and analytical thinking
 - Adaptable and dynamic team member with a diverse skill set, prepared to contribute across various roles
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EDUCATION

Thompson Rivers University

Bachelor of Communication Digital Journalism and Public Relations 2022 - present
Anticipated graduation: April 2026

AWARDS

Academic All-Canadian 2023/2024 McCreath Excellence in Sports Journalism Award
Dean's List 2023/2024, 2024/2025

WORK EXPERIENCE

MARKETING/PUBLIC RELATIONS INTERN

The Board Factory

April 2025 - July 2025 (Khao Lak, Thailand)

- Supported a major company rebranding through research, design input, and communication planning.
 - Helped code and develop a new company website to improve user experience and strengthen brand identity.
 - Assisted in managing Shopify product pages and online sales updates to align with brand goals.
 - Conducted market research to identify audience engagement trends and provide data-driven recommendations.
 - Collaborated with an international team to ensure brand consistency and align messaging with target audiences.
 - Gained hands-on experience in cross-cultural communication, project coordination, and digital marketing strategy.
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HOSTEL EMPLOYEE

One Fam Hostels

June 2022 - August 2022 (Prague), May 2023 - July 2023 (Porto)

- Coordinated and led daily city exploration activities for guests, enhancing their cultural experience.
- Undertook night shift responsibilities, managing various tasks such as comprehensive hostel cleaning, running reception, and ensuring a quiet atmosphere for sleeping guests.
- Organized and executed a weekly dinner for 45 people within a budget of 25 euros, handling meal preparation and shopping independently.

SALES TEAM MEMBER

Supplement King

August 2021 - June 2022

- Managed opening and closing procedures, ensuring operational efficiency and a seamless customer experience.
- Maintained accurate inventory levels through regular stock checks, facilitating restocking as needed.
- Contributed to social media initiatives, enhancing online presence and engaging with customers effectively.

SKILLS

- Adaptability and Flexibility in Dynamic Environments
 - Exceptional Team Collaboration
 - Effective Time Management
 - Effective Communication (both written and verbal)
 - Website Development and Content Management (Shopify, WordPress)
 - Branding and Marketing Strategy
 - Creative Problem Solving
 - Data Organization and Analysis (Microsoft Excel)
 - Proficient in Google Workspace Tools (Docs, Sheets, Drive, and Slides)
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