



AVA SCHMALZ

CONTACT

- 📞 519-998-0569
- 📍 15 Bitternut Pl. Elmira, ON, N3B 3L2
- ✉️ amschmal@uwaterloo.ca

SUMMARY

Highly creative and passionate student seeking a role in the creative business field. I possess strong leadership and collaboration skills that enable me to work effectively in a team environment while also demonstrating exceptional problem-solving abilities. I am confident in my ability to contribute to any creative business endeavor.

SKILLS

- Graphic Design
- Event Coordination and Planning
- Canva, Figma, and Procreate
- Content Development
- Time Management
- Critical Thinking
- Effective Communication
- Sales
- Leadership

EDUCATION

UNIVERSITY OF WATERLOO

Eligible for Bachelor of Arts and Business—Major in Communications and Digital Design

2022–2027 (concurrent)

ELMIRA DISTRICT SECONDARY SCHOOL

Highschool Diploma—Graduated with Honours

2018–2022

WORK EXPERIENCE

SPECIAL EVENTS AND MARKETING ASSOCIATE

University of Waterloo-Faculty of Arts | Sept 2024 - Dec 2024

- Created 3 animation videos with 58 illustrations and 14 animations using Procreate Dream and Canva Video.
- Designed over 30 posters, flyers, and merchandise concepts for events.
- Managed logistics and volunteer coordination for major events like Open House and the Ontario University Fair.
- Contributed to AUO boards, t-shirt designs, decor, tours, and administrative tasks.

MARKETING INTERN

Industrial Power and Control | Jan 2024 - Aug 2024

- Developed websites for crane-controls.com and ipandc.com utilizing Figma
- Produced animation videos utilizing Canva Video
- Crafted brochures using Figma
- Branded merchandise including hats, gloves, signs, calendars, and line cards using Canva
- Monitored Google Ads campaigns

MARKETING MANAGER

Sculpture by Timothy P. Schmalz 2017-2023

- Managed and curated content for verified Instagram account
- Produced videos for YouTube platform
- Captured, edited and enhanced photographs, including one featured on Pope Francis's Instagram account

REFERENCES

- **STAVROS STAVROULIAS- SUPERVISOR AT UNIVERSITY OF WATERLOO**

sstavrou@uwaterloo.ca
519-716-1496

- **ALLAN BOZNAR- EMPLOYER AT CRANE-CONTROLS**

allan@pandc.com
(519) 400-5703

- **TOM HOWSE- SUPERVISOR AT CROWSFOOT**

tom@crowsfootsmokehaus.ca
(519) 807-0221

- **TIMOTHY SCHMALZ- EMPLOYER AT SCULPTURES BY TIMOTHY P SCHMALZ**

(519) 504-2929
tim@timschmalz.com