

CONTACT

 (905) 936-3030
 mosesanthony.st@gmail.com

SKILLS

- Branding, Marketing & Media Strategy
 - Content Creation & Digital Storytelling
 - Photography & Videography
 - Video Editing
 - Adobe Creative Suite
 - Social Media Content & Campaigns
 - Project Management & Collaboration
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EDUCATION

HUMBER POLYTECHNIC
Media Communications | 2024- 2026



PROFILE

Driven Media Communications graduate skilled in branding, project management, and creative strategy. Experienced in conducting detailed analyses and developing innovative media solutions. Passionate about storytelling and collaborative projects.

EXPERIENCE

BRAND OPERATOR & DESIGNER, LAPIS CLOTHING | TORONTO, ON
2022 - Present

Managed day-to-day operations, including overseeing production timelines and inventory for the brand. Designed promotional materials, including logo concepts, digital content, and merchandise visuals. Developed and implemented branding strategies that enhanced audience engagement and market reach. Collaborated with cross-functional teams to ensure cohesive brand representation across platforms.

SELECTED ACADEMIC PROJECTS

Promotional Brand Video – Produced and edited a 1-minute brand video showcasing garment creation, packaging, and photoshoot storytelling.

Media Kit: 2026 FIFA World Cup Toronto – Wrote a media release, backgrounder, and utility content; conducted an industry interview.

Lego City Community Installation – Contributed photo/video content and strategy to a \$5,000 community-based promotional project.

Brand Analysis: Lapis Clothing – Analyzed brand identity and audience; presented strategic media recommendations.