

JESSICA HO

ASPIRING ACCOUNT MANAGER

(647) 409-1609

Jessicaho234@gmail.com

<https://www.linkedin.com/in/jessica-ho/>

<https://jessicaho234.wixsite.com/jessicaho>

PROFESSIONAL SUMMARY

Passionate ad girl and soon-to-be Advertising Account Management graduate with hands-on experience crafting compelling campaigns, managing creative teams, pitching to live clients, and leading projects to bring bold ideas to life.

Eager to leverage my interpersonal, project-based skillset to make a mark in the creative industry and meaningfully contribute to impactful advertising campaigns in an agency environment.

RELEVANT EXPERIENCE

MAY 2023 - MAY 2024

McMaster University | Hamilton, ON

Communications Assistant

- Delivered consistent, brand-aligned digital communications for McMaster's Faculty of Humanities, engaging key stakeholders.
- Increased social media engagement through video content, graphics, and copy for targeted campaigns.
- Captured and edited photos/videos for events and lectures, enhancing online presence.

SEP-DEC 2023, JUL-SEP 2024

Hamilton Chamber of Commerce | Hamilton, ON

Marketing and Special Initiatives Assistant

- Collaborated with internal and external teams to successfully execute a city-wide marketing campaign, ensuring seamless project delivery.
- Created video content, including Reels, hero ads, and a Metrolinx digital ad, to support the social media strategy.
- Ensured brand consistency across all communications and visual materials, aligning with client expectations.
- Developed written marketing materials, incorporating key messaging and aligning with the overall marcom plan.

MAY 2022 - PRESENT

Puma | Halton Hills, ON

Retail Sales Associate

- Provide friendly, personalized service by leveraging product knowledge to meet customer needs and build rapport
- Develop strong customer relationships by offering tailored recommendations based on their preferences.

EDUCATION

Sep 2024 - Apr 2025

HUMBER POLYTECHNIC - ADVERTISING ACCOUNT MANAGEMENT POSTGRAD CERT.

- Accounts, Strategy, Project Management, Marketing, Client Relationships
- GPA: 88% average

Sep 2020 - Apr 2024

MCMASTER UNIVERSITY - B. ARTS SC.

- Bachelor of Arts & Science and Communication Studies
- Public Relations, Professional Writing, Social Media
- GPA: 3.85 / 4.0

CAMPAIGN WORK

Harry Rosen - Live Client | Awarded 3rd Place

Roles: Account Management, Strategy

- Conducted research and developed strategic insights
- Managed and collaborated with creative team of Art Directors
- Awarded 3rd Place in live client pitch

Toronto Police Service - Live Client

Roles: Account Management, Strategy, Art Direction

- Conducted secondary research on youth violence to develop campaign's strategic positioning.
- Pitched the campaign concept to live client panel and led its creative direction.

SKILLS

- Client Relationships
- Team Collaboration
- Creative Pitching
- Presentation design
- Workback schedules
- Project planning
- Microsoft Office
- Adobe Creative Suite (Photoshop & Illustrator)
- Canva
- Wix, Squarespace

KEY INTERESTS

- Client Relationships
- Team Leadership
- Project Management
- Consumer Insights
- Brand Strategy