

# ABRAHAM COVO

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Communications student with hands-on experience in marketing, brand storytelling, and AI-driven content creation. Passionate about building creative systems and growing through real-world application across social media, email marketing, and short-form video.

## EDUCATION

**Wilfrid Laurier University | Waterloo, Ontario** *Sept 2023 – Present*

Bachelor of Arts, Communications

**Humber College, Longo Faculty of Business | Toronto, Ontario** *Sept 2021 – Apr 2023*

Diploma in Business Management

## PROFESSIONAL EXPERIENCE

**Marketing and Communications Co-op Student | Vale Base Metals** *June 2026 – Present*

- Create LinkedIn content and stakeholder communications (briefing notes, FAQs, presentations) for executive audiences and organizational change initiatives across global mining operations.
- Develop and manage internal knowledge repositories, organizing business insights and data to support informed decision-making by leadership teams.
- Support cross-functional coordination with IT, Finance, Operations, and Security teams to ensure clear communication timelines and stakeholder alignment.

**Social Media & Marketing Intern | Viral Brands** *2023*

- Designed branded social content in Canva, contributing to a 15% increase in engagement across platforms.
- Helped schedule and manage posts across three platforms using Hootsuite, maintaining consistent brand voice and cadence.
- Assisted with email marketing campaigns and supported subscriber growth through HubSpot CRM.

## PROJECTS

**Aurexiah – Personal Luxury Brand | Self-Initiated** *2025*

- Built a UGC content pipeline using AI tools (Midjourney, Gemini Veo, Higgsfield, Claude) to produce short-form video content optimized for Instagram, TikTok, and YouTube Shorts.
- Tracked performance metrics (impressions, saves, clicks) to test content formats and identify drivers of audience engagement.

## CLUBS & EXTRACURRICULAR ACTIVITIES

**Corporate Relations Executive | Communications Student Association** *2025*

- Coordinated communications and career-focused events with executive team and campus organizations to increase networking participation.
- Supported outreach efforts to attract guest speakers and employers for career development events.

**Director of Marketing | Laurier Marketing Association** *2024*

- Contributed to 20% increase in social media engagement by producing platform-native content and short-form videos for association initiatives.
- Promoted student events through social media campaigns and on-campus outreach while maintaining consistent brand messaging.

## CERTIFICATIONS & SKILLS

**Certifications:** Certified Digital Marketing Professional (DMI × AMA) | Email Marketing Certified (HubSpot Academy)

**Tools:** HubSpot CRM, Google Analytics, Meta Business Suite, Canva, ChatGPT, Claude

**Focus:** Marketing & Communications Strategy | Social Media Strategy | AI-Assisted Content Creation | Short-Form Video

**Languages:** English (Fluent) | Spanish (Fluent)