

Gill Hennessy

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📍 Victoria, BC

Social Media & Marketing Coordinator

PROFILE

Creative communicator with a background in marketing, hospitality, and client experience, bringing a strong understanding of people, branding, and engagement.

Experienced in creating digital content, managing social platforms, and supporting campaigns from concept to execution.

Looking to join a collaborative team where I can create meaningful content and help grow a brand's online presence.

EDUCATION

HONOURS BCS KINESIOLOGY

McMaster University

2017 - 2021

SKILLS

- Social media management & content strategy
- Graphic design & visual communication (Canva)
- Content creation (photo, video & copywriting)
- Brand identity & visual storytelling
- Marketing campaign support, lead generation & client acquisition
- Photography & creative direction
- Project coordination & deadline management
- Organization & attention to detail
- Creative problem solving
- Team leadership & staff coordination
- Tech-savvy & quick to learn new platforms

EXPERIENCE

PATIENT EXPERIENCE MANAGER

Recharge Physiotherapy + Performance - Victoria, BC

- Manage the clinic's marketing lead generation, social media, content calendar, and content production from planning through filming.
- Design branded marketing materials and educational graphics in Canva for social media, events, and patient engagement.
- Lead front desk operations, staff scheduling, and accounts receivable while ensuring an exceptional patient experience.

2025 - Present

SERVER / BARTENDER / BARISTA

Jam Cafe - Victoria, BC

2024 - 2026

SERVER / BARTENDER / EVENT COORDINATOR

Lido Waterfront Bar & Bistro - Victoria, BC

2022 - 2026

FINE DINING SERVER / BARTENDER

Il Covo Trattoria - Victoria, BC

2025

SERVER / BARTENDER

Browns Social House - Victoria, BC

2022 - 2024

SERVER / BARTENDER

Boston Pizza - St Catharines, ON

2020 - 2022

FINE DINING SERVER

Peller Estates Winery Restaurant - Niagara, ON

2018-2021

SERVER

Lazy Loon Restaurant - Fonthill, ON

2014 - 2018

– PHYSICAL THERAPY –

PHYSIOTHERAPY ASSISTANT

Lifemark, Hospital ECU - Welland, ON

2021 - 2022