

# Dylan Tonekham

hello@dtweb.page • Surrey, BC • (778) 549-3445

Organized, change-driven design student. Experience with popular social media platforms, such as Instagram, TikTok, and YouTube, while using critical thinking for creative solutions. Aptitudes in a wide variety of video and photo editing software. Easily adaptable to change and conflict. Expected to graduate from Simon Fraser University 2027.

## Projects and Relevant Experience

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- Jun 2024-  
Present
- Director of Media and Marketing - University FROSH Organizing Committee**  
*@siatfrosh on Instagram*
- Currently producing and executing a promotional social media campaign for an upcoming university event.
  - Collaborating with Directors of Design to create engaging content to attract first-year students to the event.
- Nov 2023-  
April 2024
- Social Media Ambassador - SFU Faculty of Communication, Art & Technology**  
*@siatsfu on Instagram/TikTok*
- Created and produced original social media content to engage with the current and prospective student body.
  - Promoted upcoming events, conducted interviews with students, showcased projects related to the SIAT major, resulting in 27,000+ views on Instagram/TikTok.
- Sep 2023-  
Dec 2023
- Social Media Campaign - Student Union Election**  
*@denocrats2024 on Instagram/YouTube*
- Executed a social media promotional campaign for First Year Representative's election campaign as part of our student union. (IATSU)
  - Contributions led to a landslide success in the election, gaining over 50% of the popular vote, while connecting with fellow students.

## Education & Credentials

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- Expected  
2027
- Simon Fraser University, Surrey**
- First-year student
  - BA in Interactive Arts & Technology

## Skills

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|----------------------------------|---------------------------|----------------------------|
| 2+ years Final Cut Pro           | Fluent English and French | Team player, communication |
| 1+ year Figma and Adobe suite    | Adaptable, open-minded    | Organized, self-motivated  |
| Flexible with social media tools | Detail-oriented           | Consistent work ethic      |