

CHRISTOPHER VALITUTTI

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Professional Summary

A driven creative skilled at applying past expertise to inform, engage, and create new ideas proficiently. A clear communicator and collaborative team player with a sharp eye for detail. As a hardworking student and creative individual, I am passionate about being a high-achiever in academics and pursuing successful creative ventures in my spare time. I always prioritize completing any assigned task efficiently, on time, and to the best of my abilities.

Current Education

Toronto Metropolitan University (TMU) — Toronto, ON

Bachelor of Arts (BA), Creative Industries

Cumulative GPA: 3.7/4.00

Expected Graduation: April 2027

Relevant Coursework: Marketing, social media, product design and packaging, Web Design

Relevant Experience

Clothing Curator & Content Creator | Brand & Social Media Manager | Nov 2022 – Present

- Built and managed a digital brand persona to market vintage clothing through product photography, promotional videos, graphic design, and digital marketing.
- Grew TikTok audience to **30,000+** followers, generating **2M+** likes and **3.1M** organic video views in the past year.
- Applied knowledge of trends, brand identity, and audience engagement to develop marketing strategies that drove consistent reach and sales.

Aritzia A-Ok Cafe | June 2024 - ongoing | Barista | Upper Canada Mall 17600 Yonge St, Newmarket, ON L3Y 4Z1

- Promote Aritzia's vision of everyday luxury by delivering exceptional service and personalized care in the cafe.
- Ensured every customer left satisfied through attentive, proactive engagement and strong communication skills.
- Delivered cafe products with a focus on quality, aesthetics, and presentation.

Starbucks | May 2022 - March 2024 | Barista | 10 Spring Hill Dr, King City, ON L7B 0B4

- Provided exceptional customer service by engaging with customers, preparing customized beverage orders, and ensuring satisfaction while upholding Starbucks' quality standards.
- Proficient in managing inventory, handling cash, and maintaining a clean, organized workspace while delivering consistent service in a fast-paced, high-pressure environment.