

CHRISTOPHER VALITUTTI

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SUMMARY OF QUALIFICATIONS

- Social media and marketing-focused student skilled at leveraging platforms to identify growth opportunities, build brand presence, and create engaging content that drives reach and audience connection
- Grew a TikTok audience to 30,000+ followers, generating 2M+ likes and 3.1M organic views in the past year through consistent, trend-aware content
- Creative, collaborative team player and clear communicator with 4+ years across different customer service roles, adapting quickly and solving problems under pressure.
- **Technical Skills:** Social media marketing (Instagram/TikTok/YouTube), Promotional video creation, Graphic design, Content layout, Brand identity

EDUCATION

Bachelor of Arts (B.A.): Creative Industries **Sep 2023 - Apr 2027**
Toronto Metropolitan University (Formerly Ryerson), Toronto, ON

- Dean's List (CGPA: 3.67/4.33)
- Specializing in: Marketing, Graphic Communications, Visual Culture

RELEVANT EXPERIENCE

Content Creator & Clothing Curator, Sole Entrepreneur **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
- Leveraged trend research, brand identity, and audience engagement to drive consistent reach and sales

WORK EXPERIENCE

Barista, Aritzia A-Ok Cafe, Newmarket, ON **Jun 2024 - Present**

- Promoted Aritzia's everyday luxury experience by delivering personalized café service and proactive support, ensuring customers consistently left satisfied.
- Prepared and delivered products with strong quality control, focusing on aesthetics, presentation, and brand-standard consistency.

Barista, Starbucks, King City, ON **May 2022 - March 2024**

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