

# ANDREW FABCIC

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## SKILLS

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**Hard skills:** Vividata, Hootsuite, Microsoft Office, Canva, Adobe Creative Cloud, WordPress.

**Soft skills:** Communication, Public speaking, Leadership, Client relations, Problem solving, Time management, Detail oriented.

**Certificates:** Social Listening & Social media marketing (Hootsuite), public speaking foundations. (LinkedIn)

## EDUCATION

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### **Advanced Diploma | Advertising and Marketing Communications**

*Sheridan College*

- Led multiple teams under pressure and ensured all deliverables were completed on time.
- Managed and created digital content for the program, Increasing applicants for 3<sup>rd</sup> year by 10%.
- Operated CRM, Adobe, and research tools such as HubSpot, Salesforce, Hootsuite and Vividata.
- Created multiple analytics reports and digital audits to support campaigns and to keep up to date on trends, demographics, psychographic and advertising metrics.

## EXPERIENCE

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### **Marketing Coordinator**

*May Court Club of Oakville | Internship*

January 2026 - April 2026

- Spearheaded brand awareness initiatives and created promotional material to improve consumer engagement with the store leading to improved success within a competitive market.
- Researched industry trends and local community behaviour to identify opportunities to attract awareness to the storefront.

### **Sponsorship & Partnership Coordinator**

*Oakville Improv Theatre | Internship*

January 2026 - April 2026

- Developed a comprehensive sponsorship package outlining opportunities for sponsors and promotional benefits that aimed to generate \$50,000.00 annually.
- Researched and identified possible sponsor prospects within the local business community.

### **Social Media Coordinator**

*ElderDog Canada - Halton | Remote Internship*

January 2026 - April 2026

- Managed and created one year's worth of content using editing software like Adobe and Canva to promote volunteering, events and the general work the organization does in the Halton region.
- Developed and scheduled a 1-year content calendar to increase engagement and make posting simpler on different social media channels.
- Collaborated with a team to increase digital outreach, create a new content calendar, and drive engagement.

### **Sales Associate**

*Sheridan Nurseries | Part-Time*

April 2022 - Present

- Built strong customer relations to encourage repeat business. This led to some customers referring others to me.
- Supported in-store visual merchandising promotions that created engagement with customers.
- Assisted on average 15+ customers daily and closed multiple sales that resulted in high value transactions.

## INTERESTS & HOBBIES

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- Participate in outdoor activities including cycling, hiking and other creative pursuits including sewing. This builds discipline, attention to detail and my goal-oriented attitude.