

DELANEY NOVINKA

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EDUCATION

TORONTO METROPOLITAN UNIVERSITY - TORONTO, ON
Bachelor of Fine Arts in Film Production, Minor in Digital Marketing

2013-2017

PROFESSIONAL EXPERIENCE

GLITCH

Communications Manager | Remote Full-Time

Minneapolis, MN
Dec 2021 - Apr 2024

- Co-produced and managed communications for Future of Play Direct, an annual indie video games showcase that broadcasts every June during Summer Game Fest.
- Acted as the primary liaison between the production team, press partners, syndication partners (Twitch, IGN, GameSpot), and 30+ independent developers & studios across multiples timezones.
- Wrote and published SEO-optimized digital content for press releases, website content (via Wordpress), social media posts, and email newsletters.
- Led day-to-day engagement, content creation, & SEO optimization on social media (Twitter, TikTok)

ARCHIPELAGO PRODUCTIONS

Marketing & Communications Manager | Remote Part-Time

Toronto, ON
Jan 2020 - Apr 2022

- Oversaw all social media & business directory accounts, executing company ad campaigns and spend (Google, Facebook, Instagram, LinkedIn, and YouTube), writing copy and producing graphic assets for social media, reporting on and managing all related marketing analytics.
- Designed and maintained company website and blog. Prospective client inquiries saw a 60% increase with implementation of new website design and Google ad campaign strategy in 2020/2021.

ARCHIPELAGO PRODUCTIONS

Production Manager | Full-Time

Toronto, ON
Jan 2019 - Dec 2021

- Managed and coordinated over 200 commercial and entertainment production shoot dates. Clients include Google Canada, Shopify, Mazda, Stella Artois, and the CBC. Acted as the primary liaison between all freelancers, contract employees, and production vendors.
- Managed multiple production teams of 5 - 25 individuals at a time under Producer supervision.
- Managed company databases and communications systems to allow for seamless transition to remote work across all production departments during the height of Covid-19.

NEW METRIC MEDIA

Executive Assistant to the CEO | Full-Time

Toronto, ON
January 2017 - Feb 2018

- Organized & coordinated a high volume of calls, emails, meetings, and personal requests in addition to managing the President's calendar and all travel coordination, including international.
- Supported the marketing, development, production, sales, public relations, legal, and post-production teams as needed.

TECHNICAL EXPERTISE

Media Project Management • Business Administration • SEO Optimization • Google Analytics • Google, Adobe, & Microsoft Suites • Copywriting • Time Management • Customer Service • Content Creation