

ANTHONY DALLA BONA

DIGITAL MEDIA & DESIGN SPECIALIST

FROM:

ANTHONY DALLA BONA
Campaign Strategist &
Copywriter

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1449 Martindale St.,
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TO:

HIRING COMMITTEE

Toronto District School
Board

5050 Yonge St.,
North York, ON
M2N 5N8

Dear Hiring Committee,

Please accept this package as my application for the Digital Media & Design specialist position. I have spent the last decade developing myself as an experienced leader in the education industry. My experience has helped me broaden my horizons and learn to connect with students across the globe.

As Manager of Admissions and Marketing for Global Summers Academy, powered by Sam Blyth, it fell on my shoulders to launch Sam Blyth's latest international private school into the market. Creating and cultivating this institution's brand, website, program development, and admissions were a few of the many exciting tasks I had the opportunity to work on for this exciting school. As a third-party contractor, I've worked for many educational travel companies and institutions over the years. Some of these organizations include the Travelopia group student division, EF Tours, EduTravel and ISX (International Student Exchange).

The bulk of my career has been with international student travel front-runner Brightspark Travel. Working as a Tour Leader, Director and ultimately Tour Leader Department Supervisor has presented me with the opportunity to work with hundreds of schools and classes of students hungry to learn and experience what the world has to offer.

Over the years, I've adapted to become a creative powerhouse and the go-to for my clients' communication needs. Anything from professional brochures, business cards, social updates, media releases, and web development, I've developed the skills needed to get the job done. I am a high-energy, dedicated, and optimistic individual with the experience necessary to be successful. If this sounds like the right fit for the Toronto District School Board, I would love to meet and discuss this position further.

I look forward to meeting and discussing this position with you further. Please see my skills and experience highlighted in the attached resume.

Thank you for the consideration,

Anthony

ANTHONY DALLA BONA

DIGITAL MEDIA & DESIGN SPECIALIST

TECHNICAL SKILLS

Smart Serve	Adobe CC
SEMrush	Google Ads
Microsoft CRM	Photography
Constant Contact	Wordpress
Google Analytics	Hubspot

EDUCATION

B.COMM IN BUSINESS ADMINISTRATION

University of Windsor - 2021

Major: Marketing

Minor: Italian

GOOGLE: CERTIFICATE IN FUNDAMENTALS OF DIGITAL MARKETING (2020)

GOOGLE: CERTIFICATE IN ANALYTICS (2020)

FACEBOOK BLUEPRINT: DIGITAL MARKETING (2020) ASSOCIATE (2019)

EXPERTISE

PRODUCT DEVELOPMENT
EDUCATIONAL TRAVEL
SOCIAL MEDIA
TRAINING DEVELOPMENT
PUBLIC SPEAKING
TRAVEL & TOURISM

CONTACT

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PROFILE

Experienced marketing specialist with over ten years experience working with organizations of all sizes and a range of industries. Critical skills include content marketing, relationship management, sales, logistics, and planning. Proven in the management and development of large teams. Combines technical understanding with well-developed interpersonal skills and the ability to forge strong relationships with stakeholders. Communicates effectively at all levels with clients and colleagues alike and thrives when challenged.

EXPERIENCE

DARING CONSULTANTS & CO. | DEC. 2016 - Present Account Manager - Marketing & Communications

Manage various client accounts ranging in size and scope. Project management from ideation to completion, specializing in marketing and social media. Clients include Windsor International Film Festival, Global Summers Academy, Sam Blyth, Blyth Academy, International Student Exchange, Student City Corp, EduTravel, Breakaway Tours, CISS, GreenLeaf Trails, Wineology, Windsor Optimist Youth Band, Grupo Vaughan (Spain), MusicFest Windsor, Abridged Opera, Erin Armstrong Sopr., Salon Anjolie & more.

GLOBAL SUMMERS ACADEMY. | NOV. 2020-MAY 2021 Admissions & Marketing Manager

Launched brand, website and digital profile for Sam Blyth's new private school. Developed 21 international programs (Europe, N. America, C. America, Oceania) planned for Summer 2021. Managed all public communications and advertising. Managed incoming student admissions through entire admissions process. Led Cooperative learning and student ambassador programs.

BRIGHTSPARK TRAVEL | DEC. 2010 - JUL. 2019 Tour Leader Supervisor

Began as North American Tour Leader & Director delivering top-rated client satisfaction in destinations including: Ottawa, Montréal, Québec City, Toronto, Chicago, New York City, and Boston. Responsible for the recruitment, selection, training, and leadership of the 100-member Tour Leader team. Developed extensive in-office and in-destination training, led leadership team, 24-hour emergency support, payroll, expenses, and team culture efforts.

INTERESTS

PHOTOGRAPHY | LANGUAGES | FILM
MUSIC | ENTREPRENEURSHIP
FINDING WAYS TO TRAVEL