

Cathy Le

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Experience

Social Media & Brand Designer

Sip Saunas | 2025 - Present

- Oversee social media marketing from strategy and content planning to copywriting, posting, and community engagement, maintaining a consistent and authentic brand voice.
- Design and produce brand-aligned marketing materials, including catalogues, signage, and promotional assets that strengthen visual identity.

Brand & Digital Designer

The Pact Media Ltd. | 2025

- Create brand identity systems, websites, and marketing assets across platforms for clients in automotive, recruitment, and lifestyle sectors.
- Lead end-to-end design production, SEO optimization, and social media marketing efforts, managing content planning, design, and publishing for client accounts and the agency brand.
- Collaborate directly with clients and internal teams to ensure cohesive, on-brand creative execution that supports digital growth and visibility goals.

Digital Content Creator

Crosby Volkswagen | 2023 - 2025

- Created digital content shared across diverse social channels to contribute to a notable 5% increase in quarterly engagement
- Produced video content, managing the full process from script creation to post-production editing, utilized for monthly ad campaigns

Social Media Manager

MixBloom | 2022 - Present The Pact

- Oversaw the creation of digital graphics and videos for social media marketing initiatives, successfully achieving all key performance indicator (KPI) goals for stakeholders
- Engaged in effective management and communication with a diverse clientele exceeding 25 accounts

Education

Bachelor of Technological Education

York University

Bachelor of Global Business & Digital Arts

University of Waterloo

Tools

Adobe Creative Suite

Figma, Sketch

Canva

Wix, Squarespace, WordPress

Languages

English

Vietnamese

Awards

Stratford School of Interaction Design and Business Project Showcase (2019)

City of Kitchener Poster Design (2018)