

ENGDAWORK FELEKE

Digital Media & Strategic Communication Professional

Brampton, Ontario
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Portfolio Website
LinkedIn Profile

PROFESSIONAL PROFILE

Digital media and strategic communication professional with 14+ years of experience spanning journalism and communication education, academic leadership, content development, and media initiatives, complemented by Canadian experience in digital content, web design, SEO, social media, and technology support. Skilled at translating ideas into clear, audience-focused digital experiences across web, visual, audio, video, and social platforms.

CORE SKILLS

Digital Media & Content Strategy • Web Design & UX • SEO & Website Optimization • Social Media & Digital Marketing • Graphic Design & Branding • Video & Audio Production • Strategic Communication • Content Writing & Editing • WordPress / Wix • HTML & CSS Basics • Adobe Creative Cloud • Figma / Canva / CapCut

PROFESSIONAL EXPERIENCE

IT Support & SEO Specialist | Workow Inc. - Mississauga, ON

Jan 2026 - Present | Part-time, on-site

- Provide classroom and audiovisual technology support, including videoconferencing and Zoom environments, for students and instructors.
- Support website SEO audits, performance review, and optimization activities for improved digital visibility and usability.

Growth Marketing Apprentice | FeltSense / Acadium - Remote

Aug 2025 - Nov 2025

- Created and managed content for TikTok, LinkedIn, and Reddit to support an AI founder brand and growth-marketing initiatives.
- Produced short-form video and written content, reviewed performance, and completed training in content, email, analytics, digital marketing, and copywriting.

Digital Content Creator / Graphic Designer / Marketing Intern | Canyon Entertainment Group - Remote

Mar 2025 - Aug 2025

- Supported social media optimization, branding, content development, and website UX assessment for client-facing digital projects.
- Developed social content and digital-brand recommendations using design, communication, and AI-supported workflows.

Graphic Design & Social Media Content Creator Intern | SalesEra - Remote

Mar 2025 - Jul 2025

- Designed 12+ reels, videos, flyers, and carousel assets for digital marketing and social-media campaigns.
- Used Canva, Adobe Photoshop, Illustrator, InDesign, Figma, and CapCut to create platform-ready visual content.

Lecturer, Department Head & Communication Professional | Universities in Ethiopia

Dilla University | Hawassa University | Wollo University | Approx. 14 years

- Taught journalism, media, and communication courses while contributing to curriculum development, research, student mentorship, and academic leadership.
- Led or supported media and communication initiatives including educational media labs, curriculum development, community radio planning, and institutional communication.

EDUCATION & PROFESSIONAL DEVELOPMENT

Advanced Standing Diploma - Marketing & Digital Media, Canadian Business College

Completed with honours

Diploma - Digital Media & Web Designer, Canadian Business College

Completed with honours

Master of Arts - Journalism & Communication, Addis Ababa University

Bachelor of Arts - Journalism & Communication, Bahir Dar University

Edward R. Murrow Program for Journalists - International Visitor Leadership Program (IVLP), U.S.

Department of State

2023

SELECTED PORTFOLIO HIGHLIGHTS

Digital Life - AI in Everyday Life | Podcast production, scripting, recording, editing, and audio storytelling.

A Winter Journey - From Everyday Roads to Natural Wonder | Documentary video production using original footage, storyboarding, editing, and sound.

Metus Lykos Debt Law Firm - Digital Brand & UX Project | Digital presence, social-media optimization, branding, and homepage UX assessment.

Portfolio Website Redesign | Wix implementation, content architecture, responsive optimization, branding, portfolio collections, contact form, SEO, testing, and publishing.

Portfolio: www.engdatfwebdesign.com