

ENGDAWORK FELEKE

CONTACT

Address: Brampton, ON L7A 1Y5

Phone: 647-509-2763

Email: engdatf@gmail.com

LinkedIn: <https://www.linkedin.com/in/engdaworkfeleke/>

Portfolio: <https://www.engdatfwebdesign.com/>

GRAPHIC & WEB DESIGNER | DIGITAL MEDIA SPECIALIST | CONTENT STRATEGIST

Creative and adaptable Graphic & Web Designer with hands-on experience developing strategic content for digital platforms. Currently contributing to real-world marketing projects with Canyon Entertainment Group and SalesEra, applying skills in branding, content strategy, and design execution. Adept at transforming ideas into compelling visuals that align with brand identity and marketing goals.

KEY SKILLS

- **Visual Communication & Branding:** Adept at creating compelling visual communication, including brand identity and digital marketing designs for various platforms.
- **UI/UX & Responsive Design:** Solid understanding and practical application of UI/UX principles, responsive design, wireframing, and prototyping and applied in school projects.
- **Software Proficiency:** Proficient in Adobe Creative Suite (Photoshop, InDesign, Audition), Figma, Canva, WordPress, and foundational HTML/CSS.
- **Content Management Systems (CMS):** Understanding and application of CMS principles in school projects.
- **Design Project Execution:** Demonstrated experience in executing real-world design projects and generating impactful digital content.
- **Professional Competencies:** Possesses strong foundational skills in creative problem-solving, attention to detail, time management, teamwork, and client collaboration.

PROFESSIONAL EXPERIENCE

Transition & Education Period | Canadian Business College | Canada | Jul 2023 – Feb 2025

- Relocated to Canada and pursued full-time studies in Digital Media & Web Development.

Graphic & Web Design Intern – Canyon Entertainment Group | Remote | Mar 2025 – Present

Law Firm Project: Metus Lykos Debt Law

- Develop and execute a comprehensive social media optimization strategy for Metus Lykos Law Firm (LinkedIn, Instagram, X).
- Optimized social media profiles and crafted compelling bios to enhance online presence and audience engagement.
- Design and modify the firm's logo using **Canva** for consistent branding across all digital platforms.
- Generate innovative content ideas and strategies utilizing **ChatGPT** and **Gemini** for target audience reach.
- Conduct a detailed homepage assessment, providing AI-backed recommendations and wireframe suggestions for website improvement.
- Participate in hands-on training, collaborate with clients, and refine designs through regular feedback.
- Engage in team meetings and creative projects to strengthen design expertise and professional growth.

Digital Content Designer & Marketing Intern – SalesEra | Remote | Mar 2025 – Jul 2025

- Develop and execute digital content including engaging more than five **YouTube videos** and **LinkedIn carousels** to drive brand awareness and customer education.
- Produce over a dozen reels, YouTube videos, flyers, and carousels, with six YouTube videos and two carousels published.
- Contribute creative input during brainstorming sessions and assisted with a variety of design projects.
- Utilize digital tools such as Canva, ChatGPT, Gemini, ElevenLabs, and Pixabay for creating engaging visuals, videos, and copy optimized for SEO and social media.

Selected Published Video Projects and LinkedIn Carousel Designs

- **Day 64: Reflecting on the Journey:** This video highlights my personal 64-day journey, emphasizing progress, resilience, and the power of internal culture.
- **Day 63: The Role of Culture in Marketing:** This video emphasizes how a strong internal company culture is critical for effective marketing and a unified brand voice.
- **Day 62: Sharing Success Stories:** This video showcases client success stories, demonstrating how SEO and digital marketing strategies led to significant improvements in traffic, leads, and engagement.
- **Startup Outsourcing Guide:** Designed a visually appealing carousel to highlight why outsourcing accelerates growth.
- **Meta vs Google Ads:** Created a comparative design piece to guide marketers on ad platform choices.

Media and Communication Educator | Department Head – Wollo University, Dessie, Ethiopia | Jul 2018 – Jun 2023

- Delivered undergraduate and postgraduate courses in media and communication, with emphasis on digital media strategies and tools.
- Spearheaded curriculum development and departmental planning to align with institutional objectives and emerging industry trends.
- Led research initiatives and facilitated media-based community engagement programs to enhance public awareness and participation.
- Supervised student projects, providing mentorship in academic development and practical media application.
- Applied strong project management skills as Department Head—establishing a university-based community radio, serving on the board of a regional media corporation, and delivering specialized training on conflict-sensitive journalism and digital communication.

EDUCATION

Digital Media Web Designer Diploma

Canadian Business College, Mississauga, ON, Canada | Jan 2025

Journalism and Communications MA

Addis Ababa University, Addis Ababa, Ethiopia | Sep 2011

Journalism and Communications BA

Bahir Dar University, Bahir Dar, Ethiopia | Jul 2007

CERTIFICATIONS

International Visitor Leadership Program | U.S. Department of State | 2023

Professional Teacher Educator | Dilla University, Ethiopia | 2012