

Kei Massalski

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PROFESSIONAL SUMMARY

- Communications, New Media and entertainment professional
- Bachelor of Communication and New Media degree
- 6 years professional experience in social media management & content creation
- 3 years entertainment industry development, management, and execution
- Event planning, execution and hosting for on-campus and community events
- Proven project management skills in filmmaking and community building projects
- Demonstrated leadership as founder president of the TRUSU Comedy Club
- Experience with website blog creation
- International marketing and social media management for global Japanese firm
- Consulting for graphic design and marketing messaging for Western audiences
- Multilingual (English, Japanese, Introductory Polish)

EDUCATION

Thompson Rivers University

2026

- Bachelor of Arts in Communications & New Media
- GPA: 3.6

PROFESSIONAL EXPERIENCE

Freelance Communications

2019 - present

- 10+ years video editing experience
- Frequent collaborator with TRU Sustainability marketing
- Creator of multiple viral videos

Marketing & Social Media, Pasona Group

2024-2025

Canada - Japan Co-Op Program

- Advised on Western marketing strategies to help position Japanese tourism content for international audiences
- Served as on-camera host in multiple social media advertising campaigns promoting regional tourism
- Translated marketing materials and social media content from Japanese to English
- Supported international outreach through social media, digital content, and promotional media

Facilities Clerk, TRU Facilities

2024

- Created technical documents demonstrating strong project management and organizational skills
- Optimized databases and organized archival data for improved accessibility
- Utilized Microsoft Excel for data management and record keeping

Communications Projects Assistant, TRU Sustainability Office

2024

- Leadership in coordinating on-campus events
- Facilitate internal and external communication
- Curate social media posts, videos, posters, and ads to promote events
- Provide office with media expertise

Club Founder & President, TRUSU Comedy Club

2022 - present

- Organize and host regular on-campus events with 100+ people audiences
- Managed a team of 6 to deliver entertainment to campus
- Curate social media posts and infographics to promote events
- Creative lead in content creation

Club Executive & Social Media Manager, Kamloops Interact

2018 - 2020

- Regularly communicated with 100+ students and 50+ local businesses connected to Instagram and Facebook accounts
- Raised over \$6000 for Diabetes Canada & Thorn at the 2018 Interact Chili Cookoff
- Responsible for creating 20+ banners advertising charity events

Social Media Manager, Kiwanis Key Club

2019 - 2020

- Regularly communicated with 100+ students and 30+ local businesses connected to Instagram and Facebook accounts
- Raised over \$7000 during the 56th annual Kamloops Kiwanis Online Auction
- Responsible for creating 20+ banners advertising charity events

Sound & Video Technician, Westsyde City Church

2019 - present

- Responsible for managing 5+ musicians and additional computer audio during live services
- Responsible for managing two separate audio channels for both in-house and online stream audio
- Manage camera setup and switcher controls for both in-house and online livestream
- Demonstrate clear communication with musicians
- Knowledgeable on audio systems and procedures

Video Producer & Social Media Manager, Little Farmers Zoo

2022

- Shot, directed, & edited videos according to client needs
- Assisted client with setting up social media
- Distributed content to all major platforms

REFERENCES available upon request