

TRISTAN JOHNSTON

Creative Online Media, Promotions, and Marketing

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PROFESSIONAL SUMMARY:

Dynamic online media professional with 6+ years of experience driving brand growth and engagement across diverse social media platforms. Proven track record in high-profile roles with Corus Entertainment, the Edmonton Stingers, NAIT, the Brooks Bandits, and Gold Teeth Canada, delivering impactful brand representation, digital marketing strategies, and creative content. Recognized for leading promotional initiatives that enhance public outreach and audience connection. Seeking a long-term coordinator or leadership position to leverage creative strengths and make a lasting organizational impact.

SKILLS & ASSETS:

- Proficient in Microsoft Office Suite
- Experienced in Google Workspace
- Experienced in Adobe Creative Cloud
- Well-versed in Capcut & Hootsuite
- Personal professional A/V equipment for content production
- Effective time management
- Fast paced decision-making; adaptable
- Photography, Videography, Video Editing
- Leadership and planning
- Complete understanding of various social media platforms & algorithms
- Strong Communication skills
- Project management
- Advanced business strategy and marketing
- High standard of excellence
- Website Creation & SEO

PROFESSIONAL EXPERIENCE:

Brand Ambassador, Corus Entertainment

MAR 2025 - PRESENT

- Represented diverse radio brands (880 CHED, 103.9 CISN, 92.5 CHUCK) at major events including the Stanley Cup Playoffs, Big Valley Jamboree, and Rockin' Thunder.
- Engaged with the public to promote brand awareness and drive interaction with station content
- Trained in audience engagement strategies to create positive, memorable experiences for event attendees and enhance brand visibility.

Online Media and Marketing Co-ordinator, Edmonton Stingers

JAN 2024 - AUG 2024

- Created and edited multimedia content, including photography, videography, social media posts, and promotional materials.
- Managed community relations, player media interactions, and brand ambassadorship initiatives.
- Contributed to marketing campaigns, website updates, and public activations to boost public engagement.
- Drove a 28% increase in Instagram followers, consistently reaching 200K+ accounts monthly. Led TikTok strategy, achieving a 19% follower increase and 143K video views during tenure.

Social Media and Digital Marketing Manager, Gold Teeth Canada

OCT 2024 - FEB 2025

- Managed three distinct brand social media accounts, creating engaging content, planning and executing content calendars, including graphics, video, and copywriting, tailored to each brand's identity.
- Achieved an average monthly reach of 150K+, with peaks exceeding 250K+ account interactions.

ADDITIONAL EXPERIENCE:

Broadcast Director & Colour Commentator, NAIT Ooks

SEPT 2022 – MAR 2025

- Delivered engaging live commentary, recognized by the ACAC for energetic and enthusiastic game coverage.
- Conducted pre-game research and interviews to enhance broadcast depth and storytelling.
- Directed live broadcasts, managing camera control, audio, graphics, and stream quality.
- Innovated production techniques and adapted to multiple roles to ensure professional-level coverage with limited resources.

Founder & Multimedia Producer, MISSING Productions

NOV 2018 – PRESENT

- Oversee all aspects of media production and freelance operations, including social media management, videography, graphic design, and branding.
- Event videography for rock band **Roll The Bones (July 2025)** creating and editing original video content
- Contracted for **U18AA Alberta Hockey Provincials (Mar 2025)** and **John Reid Memorial Tournament (Jan 2025)**, creating high-impact social content—achieving 300K+ views in 4 days and 1.6M+ views respectively; supported fundraising efforts exceeding \$15,000.
- Subcontracted by **Cineflair (Jan 2025)** to film the True Blue Leadership Conference with professional, event-quality footage.
- Commissioned by the **Brooks Bandits (Aug 2024)** to design their official 25th anniversary logo for multi-platform use.
- Built a personal digital presence with 600+ TikToks (**@WhiteTraeYoung**) generating 6M+ views and a YouTube music brand (**Prod. by OPG**) with 250+ videos and a library of 200+ original instrumentals.

Further employment and volunteer experience available upon request

EDUCATION:

Radio & Television

SEPT 2022 – MAR 2024

Northern Alberta Institute of Technology – Edmonton, AB

- 2024 Jason Lang Scholarship recipient

INTERESTS:

Music: Music production (electronic, guitar, piano), vinyl record collecting (200+ records, including pressings dating back to the 1950's)

Animals: Animal care and farm life; passionate about all species, with hands-on experience caring for dogs, cats, cows, horses, chickens, bulls, and llamas.

REFERENCES:

Frank Scholten

Scholten Productions

(825) 439-5402

scholtenproductions@gmail.com

Terry Eggleston

Corus Entertainment

(780) 289-5395

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Patrick Galenza

Chair – NAIT Radio and Television

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