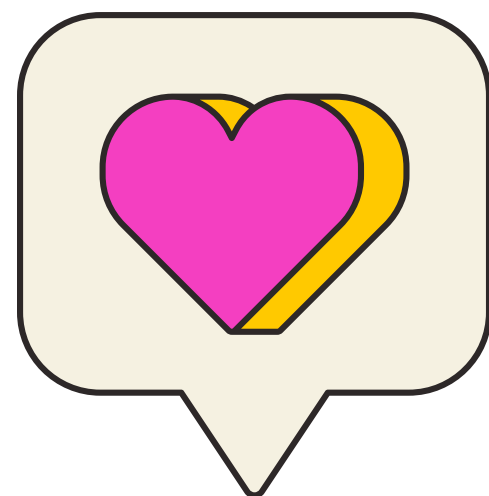


A stylized graphic of a social media post. It features a white rounded rectangle with a yellow border, set against a background of overlapping purple and pink rounded rectangles. The post itself has a blue header bar with a yellow circle and a pink bar on the left. The main content area is white with a blue border. The text is in a bold, rounded font. At the bottom of the post are icons for a heart, a comment bubble, a share arrow, and a bookmark. To the right of the post are several 3D social media icons: a blue hashtag, a red heart, a red heart with a white heart inside, and two pink speech bubbles with white dots.

Silas James

**Social Media Marketing
& Communications
Manager,
Content Creator
& Chronically Online**

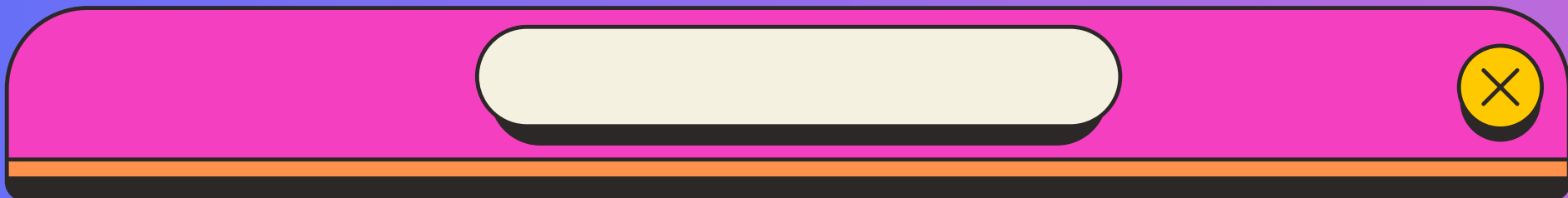
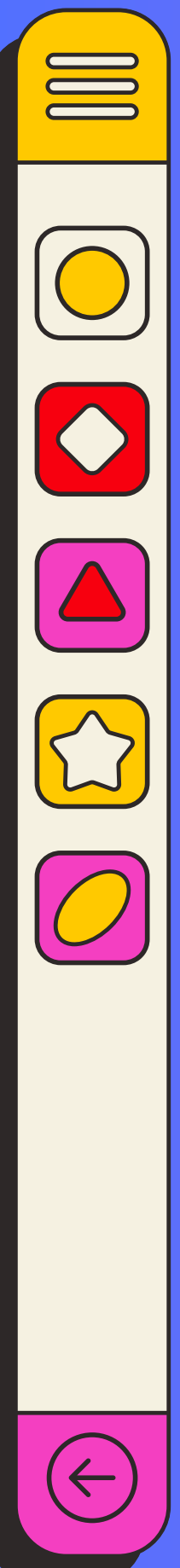
Who is Silas?



LOG IN ➔

HI! THANKS FOR STOPPING BY!

My name is Silas! I've been doing Social Media Management for non-profits, businesses, events pages and student groups since 2018. I've been a Montreal local for the last 5 years! I'm also a self-taught artist & graphic desinger. I'm super passionate about community outreach and creating content that will engage all kinds of people. I love the fast paced nature of social media, it always excites and challenges me! I'm super involved in my local communities and love to know what's going on around town & the world at large.



What I Do

Create

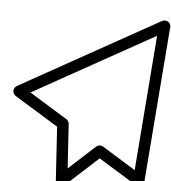
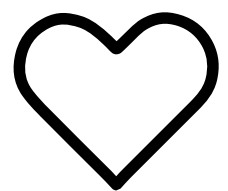
Through graphic design, video editing, visual content creation & copywriting - I love to create cool, exciting, informative content that people will truly want to engage with! I'm an artist, so graphic design is my strong suit, but I have a newfound interest in video content!

Brew

I can help enhance online presences, increase brand awareness and engage community members to become a part of your audience.

Strategize

I create social media calendars and strategy plans, multitask, stay organized and create legible social media profiles where people can find what they're looking for efficiently and will come back again and again!



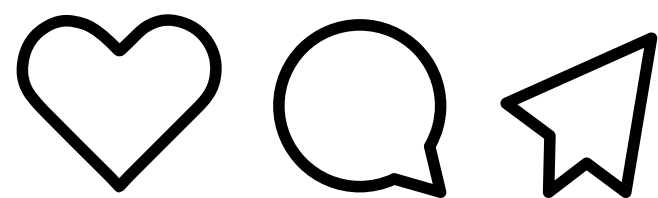
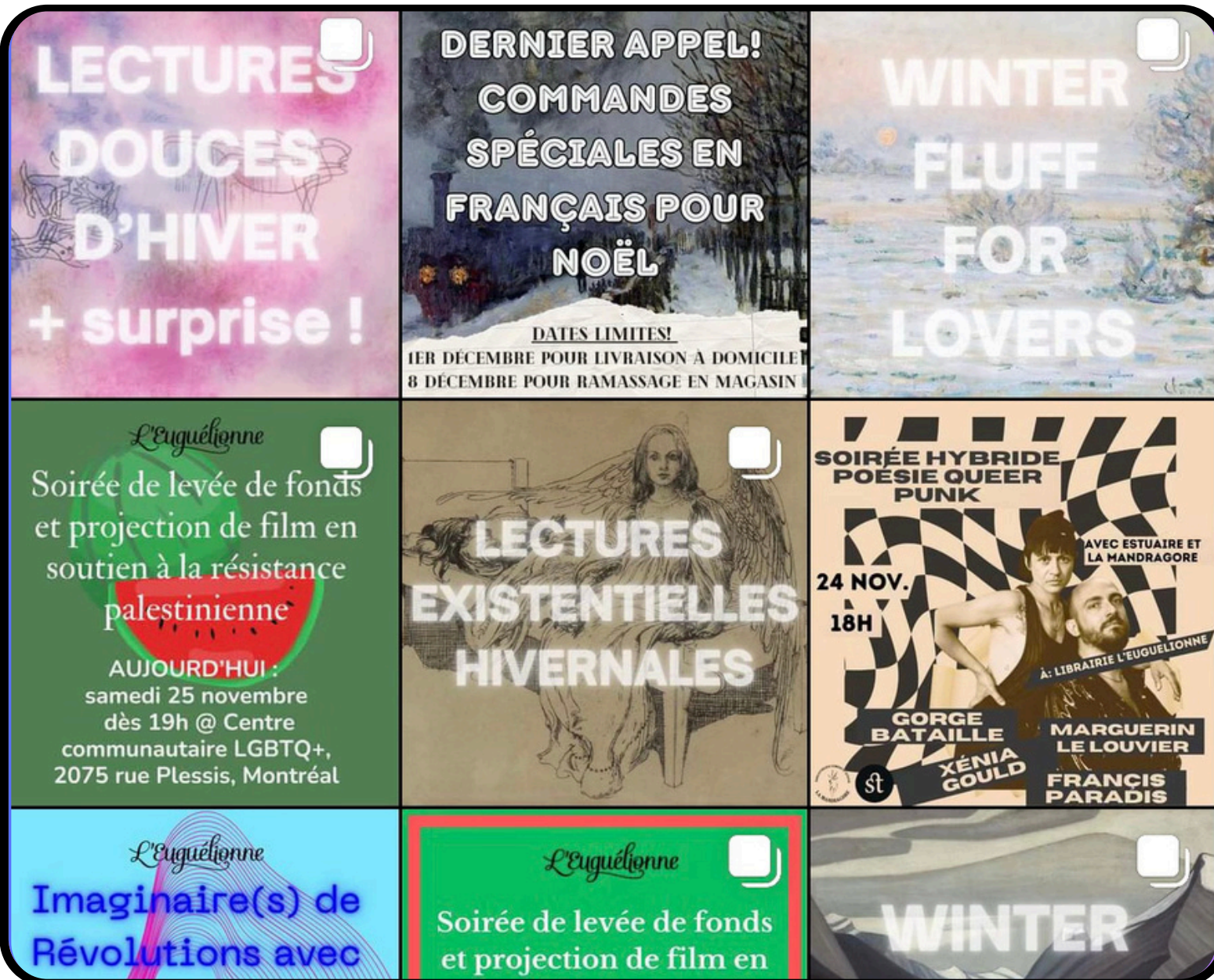
INSTAGRAM: [@COOPBMP](https://www.instagram.com/coopbmp)

Cooperative Bar Milton Parc

July 2024 - Current

CO-OP SOLIDARITY ECONOMY BUSINESS

- Produced written, visual, and multimedia content for social media, newsletters, and press releases.
- Created a consistent visual identity and original brand identity to generate new engagement after business reopening.
- Wrote accessibility information document for the cooperative.
- Established and maintained relationships with local media.
- Works closely with Milton-Parc neighborhood residents, partners, and groups to promote events that strengthen community ties.



Librairie L'Euguelionne

Nov. 2023 - Sept. 2024

NON-PROFIT COOPERATIVE BOOKSTORE

- Co-Communications Director, in-house content creator and marketing manager for Facebook, Instagram & Substack.
- Created social media content and posts in line with the cooperative's feminist, LGBTQ+ oriented, anti-colonial, anti-oppressive values.
- Used basic video editing to create engaging Reels; mini-interviews, product showcases.
- Designed exciting graphics and other visuals to effectively communicate event details.
- Maintained keen awareness of social media trends & changes to platforms, with specific attention paid to the literary milieu.

Custom ▾

Nov 1 - Nov 30

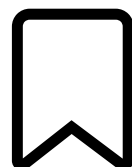
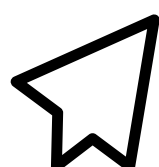
Overview

You reached **+48.2%** more accounts
compared to Oct 2 - Oct 31

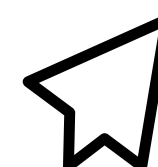
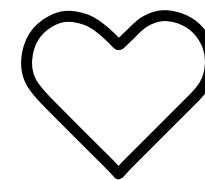
Accounts reached 8,493 **+48.2%** >

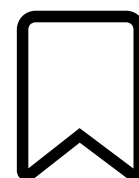
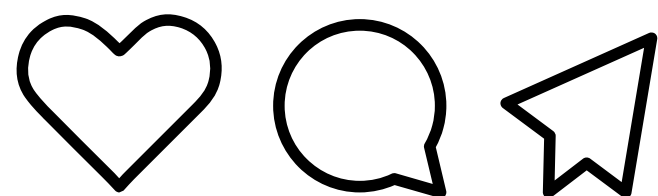
Accounts engaged 2,385 **+244%** >

Total followers 8,718 >



Accounts reached





Rock Camp Montreal

Nov. 2022-Nov.2024

NON-PROFIT YOUTH ORGANISATION

- Communications Committee Chair ; Social Media Manager
- Facebook, Instagram, Infoletter, Press Kit, website design.
- Created unique branding guidelines & brand kit; created and maintained a consistent visual identity.
Re-designed website from scratch.
- Facilitated unique and exciting social media collaborations between community organizations to increase visibility.
- Maintained an organized social media calendar and events calendar.
- Responded to messages and inquiries from participants & the public. Facilitated Q&A sessions.

Custom ▾

Nov 1 - Nov 30

Overview

You reached +97.4% more accounts compared to Oct 2 - Oct 31

Accounts reached

918

+97.4%

>

Accounts engaged

184

+1,214%

>

Total followers

1,820

>

📖

💬

📌

🔖

<

Content

Posts

Last 3 Months

🔍

Reach

SELL YOUR SOUL (TO RENTL)

664

DECEMBER 29TH 6:30PM

348

In Solidarity With Palestine

571

CO-PRESENTED BY ROCK CAMP Montreal

387

📖

💬

📌

🔖

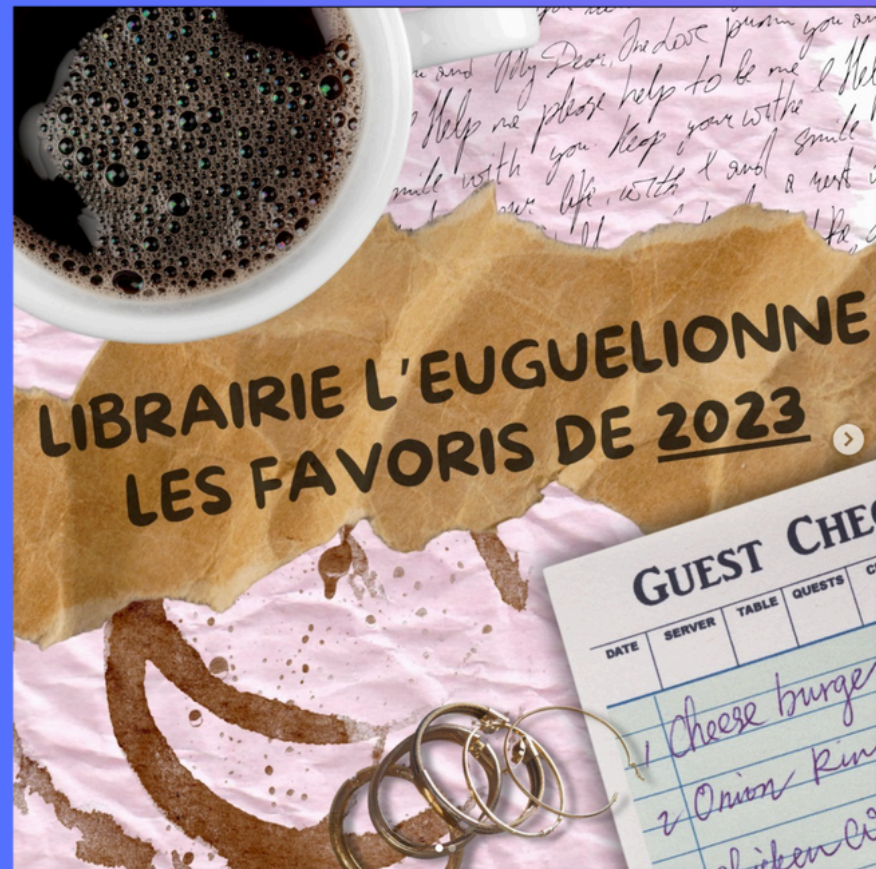


TRANSMASCMTL

AUG. 2025 - Current

2SLGBTQIA+ EVENT PRODUCTION

- Organization which produces and promotes free, community safer space events for transmasculine, 2SLGBTQIA+ individuals and chosen allies.
- Coordinates with venue spaces regarding location physical specifics & created accessibility text for venue.
- Creates unique posters and graphics which align with the organization's identity.
- Increased page total follower count from under 200 to 400+ followers in three weeks.
- Generated post and account engagment from accounts with over 10k followers



Graphics
made by
me!



And
some
more!



**You've reached the end of
my portfolio! Thank you for
reading!**

**LET ME GET BRAINWASHED BY
MARK ZUCKERBERG FOR YOU!**