

MELISSA BULLA

CREATIVE COMMUNICATION

 **PORTFOLIO :** 
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 Sherbrooke, Quebec
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PROFILE

*As a creative communicator,
I transform ideas into content tailored
to specific audiences, platforms, and
trends—from concept to distribution.*

EDUCATION

**Bachelor's Degree in Applied
Communication, Coop Program**

Université de Sherbrooke | 2026

**Double DEC in Arts, Humanities and
Communication (Media) & Music**

Cégep de Sherbrooke | 2021

Academic Excellence Award :
Highest R grade in the program

SKILLS

Communication and Content

Content Development · Writing and

Adaptation · Popularization

Social Media

Audiovisual

Video Production · Filming · Editing

Audiovisual Production

Design and Creation

Graphic Design · Visual Design

Campaigns · Print and Digital Design

Photography

Web

Information Architecture · Site Map

and Navigation · Web Content

Management · SEO

TOOLS

Canva · CapCut · Adobe Premiere Pro

WordPress · TYPO3 · IA générative

Meta Business Suite · InShot · Zoho

LANGUAGES

English · French · Spanish

PROFESSIONAL EXPERIENCES

Research Assistant (contract)

Summer 2026

Université de Sherbrooke / City of Sherbrooke

- Conduct strategic meetings and collect and analyze data to launch Sherbrooke's application to join the UNESCO Network of Learning Cities.
- Define the project's priorities, objectives, and actions, then propose a visual identity and a first draft of the short-, medium-, and long-term strategic plan.
- Propose a new, innovative, and accessible format for the University of Sherbrooke's science communication competition, aligned with the application.

Communications Consultant (internship)

Winter 2026

Faculty of Physical Activity Sciences, Université de Sherbrooke

- Create and launch the Faculty's Instagram account from scratch, with an editorial approach tailored to the student audience and aligned with recruitment goals.
- Design and distribute multiplatform content (Reels, visuals, and newsletters) by scheduling posts according to an editorial strategy.
- Update and optimize web pages in TYPO3.
- Help organize and cover various faculty events.

Web Communications Consultant (micro-internship)

Fall 2025

Innovation Lab by and for Seniors, Center for Research on Aging

- Complete the migration of the website from WordPress to TYPO3.
- Organize, simplify, and adapt scientific content, taking into account the needs of different audiences and the feedback from the senior citizens' committee.

Communications Specialist (internship)

Summer 2025

The Eastern Townships SPA

- Designed and produced digital content that generated up to 85,000 views in one month, representing a 156% increase compared to the previous month.
- Increased reach among non-subscribers, whose share of views rose from 24% to 55%, and contributed to a net growth of nearly 300 subscribers in three months.
- Develop content focused on adoption and storytelling, particularly for Reels and posts on Facebook, Instagram, TikTok and LinkedIn.
- Monitor and moderate platforms, and contribute to engagement initiatives.
- Update adoption profiles in WordPress.

Marketing and Communications Assistant (internship)

Fall 2024

Espace-inc

- Help plan and provide photo and video coverage of events.
- Create and schedule content for social media and the website.
- Design communication materials using Canva and Google Workspace.
- Analyze digital performance and propose content tailored to the results.

Videographer / Production Assistant

2021 - 2022

Freelance

- Produce video content for various clients, from filming to editing.
- Support the logistics and coordination of short and feature film productions.

Administrative Assistant

2021 - 2025

Santé Québec Estrie — CHUS

- Provide administrative support, coordinate files, customer service, and update data.