

Sebastian Gutierrez

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PROFESSIONAL EXPERIENCE

Senior Digital Media Officer, *House of Commons of Canada*, Ottawa, ON October 2021 - Present

- Developed and implemented multimedia content strategies across social media channels, increasing Twitter and Instagram audiences by over 100%
- Created high-impact video content for national audiences, driving over 1.5M views and significant organic engagement within 48 hours
- Partnered with cross-functional teams to align digital communications with organizational goals and brand voice
- Delivered analytics-driven content performance reports and executive presentations using PowerPoint to inform senior leadership decision-making and communications strategy
- Produced AI-generated written and visual content using tools like ChatGPT and Midjourney, ensuring brand alignment, audience relevance, and creative consistency across platforms
- Recognized for leadership and promoted based on success in driving measurable audience growth and content performance

Senior Digital Media Advisor, *Conservative Party of Canada*, Ottawa, ON February 2024 - May 2025

- Advised senior leadership on audience engagement and digital strategy for a national communications campaign
- Directed the production of multimedia campaigns for national broadcast and digital channels, ensuring message consistency across platforms
- Designed digital content to reach target audiences using Adobe Creative Cloud applications, aligning visuals with brand strategy
- Led cross-functional collaboration to deliver integrated digital communications and advertising campaigns under tight deadlines

Digital Content Coordinator, *Conservative Party of Canada*, Ottawa, ON September 2020 - September 2021

- Coordinated digital media content with a 12-person team during the 2021 federal election
- Managed social media content using Sprout Social, including party platform updates

EDUCATION

University of British Columbia, Vancouver, BC

September 2017 - April 2021

- Bachelor of Arts, Major in Political Science