

Michael McKay

Langley, BC [Remote available]

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SUMMARY

I am a driven individual dedicated to personal growth and self-improvement. My mission is to become my best self so I can better serve and inspire others. As an avid reader and frequent volunteer, I am deeply committed to environmental sustainability and creating a lasting, life-saving impact. By embracing a generalist mindset in a specialist world, I offer a unique perspective and a different way of thinking.

SKILLS

Sponsorship, Strategic Prospecting, Social Entrepreneurship, Business Development, Portrait, Landscape Photography, Creative Direction, AI Implementation, Product Ideation, Full-Stack Web Development, UI/UX, Responsive Design, B2B Sales, Customer Acquisition, SEO, Digital Marketing, Project Management, Design Thinking, Tackling Wicked Problems

EXPERIENCE

*British Columbia Institute of Technology Student Association (BCITSA), **Business & Media Counsilor and Set Rep***
Jan 2026 - Ongoing

Counsilor: Help make high-level decisions for the BCITSA that focus on bringing more opportunities to BCIT students

Set Rep: I speak on behalf of the students in my class and help resolve any issues that arise

Set Rep: I act as the bridge of communication between faculty and students

*British Columbia Institute of Technology (BCIT), **Sponsorship Strategy Lead***
Oct 2025 - Ongoing

Designing tiered benefit packages and value propositions

Identifying and researching mission-aligned corporate partners

Managing outreach, pitch decks, and the partnership pipeline

Leading meetings to secure funding and sign agreements

Collaborating with marketing and project teams to align branding

*DECO Windshield Repair, **Salesperson***

Aug 2025 - Ongoing

Strong verbal and written communication

Overcome objections, empathize with customers, and deliver value

Ability to meet sales goals and regularly exceed expectations

*Kamei Photo Lab, **Professional Photographer***

Sep 2024 - Ongoing

Revenue Growth

Operations & Post-Production

Client Retention & CRM

Digital Marketing & SEO

*Vosyn, **UX/UI Designer and HR Manager***

Mar 2025 - June 2025

Collaborate with a large team of product managers, product designers, user interface designers (UI designers), user experience designers (UX designers), and developers

Design a user interface for an AI Tech software

Provide feedback for designs to improve the interface and user experience of the product

Delegated tasks to HR members

Expanded a team of 4 to 22 in a month and rebuilt the HR team from scratch
Automated and optimized the hiring process for new applicants

*Kitch Components Inc., **Shopify Web Developer***

Feb 2024 - Sep 2024

Managed an AllMoxy website and Shopify website
Used JavaScript to automate tasks in Google Sheets
Designed user manuals using Canva and SketchUp
Managed product catalogues and operations

*Jelly Marketing, **Multimedia Intern***

Apr 2023 - Jul 2023

Collaborated in a hybrid work environment
Created blogs and social media posts
Helped businesses increase reach and customer loyalty with email campaigns
Designed graphics and managed Squarespace websites, utilizing HTML, JavaScript, and CSS for custom components

EDUCATION

BCIT

*Bachelor's Degree · **Bachelor's of Creative Industries** · Sep 2025 - Aug 2026 (Ongoing)*

The BCIT Bachelor of Creative Industries is an interdisciplinary program bridging creative innovation and business strategy. It uses design thinking and technology to solve complex problems and build sustainable models for the global creative economy.

BCIT

*Diploma · **Diploma in New Media Design and Web Development** · Jan 2022 - Jul 2023*

Studied UI/UX Design, Information Architecture, WordPress, Shopify, Web building, User Research, Project Management, Colour Theory, Full-stack Web Development, CRUD & OOP Programming, Photography, and Video.

University of Victoria

*Transferred before completion · **Computer Science** · Sep 2019 - Sep 2021*

Developed strong problem-solving and analytical skills through computer science and calculus studies.

AWARDS & CERTIFICATES

Nature/Landscape & Wildlife Photography (1) and Young Blood Photography Awards (2) (2024)

Valley First Aid

Emergency First Aid and CPR-C with AED certification · May 31, 2025

Learned basic life-saving first aid skills for working environments.

EXTRACURRICULARS

*North Langley Basketball Association · **Volunteer Coach** · Sep 2018 - Feb 2023*

Mentored children in collaboration, team spirit, playing fair, communication, persistence, and sportsmanship

*Enactus BCIT · **Case Competition Mentor** · Nov 2025*

Mentored high schoolers for a competition where the students had to create a business plan, pitching marketing ideas to a board of judges based on a real-life case study that could take their ideas and implement them into their business.

*BCIT Student Association · **Peak Leadership Program** · Jan 2026 - Feb 2026*

Learning what it takes to be a leader
Discover my own strengths and weaknesses
Meet like-minded people who are driven and believe they are qualified to lead people