

# Caroline Kotler

## EXPERIENCE

**WeDstill™**, Toronto — Marketing/Community Lead  
November 2019-Present

In this role, I oversaw the brand imagery and presence. Managed and created content for social pages, newsletter and blog. Lead and defined key customer demographics, social strategy, and brand criteria. Oversaw and trained team of interns. Brand ambassador for brands and community. Owned a number of community incentives including giveaways, contests and challenges. Conducted extensive user research to streamline CUJs. Acquired and developed long term relationships with several influencers and wellness experts for our platform. Partnered closely with CEO on setting company foundations including: our brand story & mission, web design, conducting extensive in-depth interviews, creating style guide & company guidelines. This has all resulted in developing a cohesive brand experience and community growth by 40% within the last 3 years.

**Rock 'N Karma**, Toronto — *Marketing Intern*

May 2019 - September 2019

In this position, I was able to implement SEO keywords on the website which raised brand search page rank 25%. Assisted in e-commerce, marketing and sales departments. Assisted in creating a press page for the brand website which has resulted in increased website traffic. Assisted in stylist pulls for fashion shows and photoshoots. Pulled and styled outfits for specialty and VIP clients. Created a line of communication between brand and influencers. Assistant to the CEO and head designer on day to day operations. Created garment descriptions for a number of the Spring/Summer 2019 and Fall/ Winter 2019 collections. Conducted analytical research surrounding content decisions. Assisted in managing social media platforms (Instagram, Facebook) with 20K + followers. Curated creative content including conducting photoshoots.

**Women in Politics**, Toronto — Board Member (*Communications*)

November 2018- Present

I have been able to assist in developing social media platforms (Instagram, Facebook, Twitter) to create brand awareness. Assist in developing multiple events to engage the community. Currently managing and creating content for social media platforms resulting increased community engagement. Enhanced communications efforts across all channels to create better communication amongst board. Rebranding organizations' image better explaining brand mission and attract new members. Creating forecasts for yearly budget allocation.

## EDUCATION

**George Brown College**, Toronto— *Strategic Relationship Marketing*

January 2019 - December 2019

This program has provided me with the foundational skills that are valued by employers in the field of marketing. This program has equipped me with an excellent understanding of Marketing Management, Marketing Research, Data Modeling & Mining, And Direct & Interactive Marketing.

**York University**, Toronto — *Political Science (Honors)*

September 2012 - June 2016

This program provided me with a basic understanding of political science and aspects of studying government through courses on Law, Ethics, Political Economy, Global

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*Marketing professional and content creator with knowledge of branding and communications*

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## SKILLS

Advertising  
Analytics & Data  
Blogging  
Brand Development & Management  
Business Strategy  
Content Creator & Marketing  
Customer Relationship Management (CRM)  
Digital Marketing  
Google (Analytics, Ads & GSuite)  
Leadership  
Marketing  
Marketing Research  
Microsoft Office 365  
Outstanding Interpersonal and Communication Skills  
Search Engine Optimization (SEO)  
Social Media

## INTERESTS

Art  
Beauty  
Fashion  
Film  
History  
Music  
Wellness

**REFERENCES AVAILABLE UPON REQUEST**