



CHLOE COLDEN

GENERAL ASSEMBLY

CONTACT

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EDUCATION

GEORGE BROWN COLLEGE

Special Events Planning

2014 – 2015

SKILLS

HTML & CSS

Mailchimp / Klaviyo

Hootsuite

Microsoft Office

Salesforce

Trello

PROFILE

A hardworking and enthusiastic young professional with 10 years of experience across the event planning, marketing, & customer service industries. Proven to be adaptable to the ever changing needs of growing businesses by presenting innovative, data informed, creative solutions. Seeking an opportunity with an impact driven company, where I can utilize my passion for climate action in a fast paced, dynamic role.

EXPERIENCE

FREELANCE MARKETING SPECIALIST

INDEPENDENT | MAY. 2022 – PRESENT | REMOTE

- Provide small businesses with a wide range of digital marketing services to build brand identity and generate awareness.
- Contracts include: project management, social media management and content creation, front-end web development, copywriting, and email campaigns.
- Monthly reporting on campaign performances and analytics.

MARKETING MANAGER

WILSON & DORSET | NOV. 2020 – APR. 2022 | WANAKA, NZ

- Pioneered quarterly marketing strategies (positioning and messaging) to develop key marketing initiatives to optimize user acquisition, conversion, and retention.
- Managed digital marketing campaigns including strategy and content for social channels, email, web, and paid media, and deployment for each campaign.
- Developed brand identity through compelling and cohesive written and visual content across all platforms while maintaining alignment with brand values.
- Oversaw and managed team of three content writers for SEO driven blog.

LUXURY LODGE HOST

MAHU WHENUA LODGE | SEPT. 2019 – JUL. 2020 | WANAKA, NZ

- Hosted high end clientele and catered to their specific needs with a high level of attention to detail, to create unique and memorable experiences.
- Provided guests with impeccable hospitality and in depth knowledge of the 55,000 hectare property - the largest conservation undertaking in New Zealand's history.
- Ensured that the overall lodge presentation consistently met luxury lodge standards.
- Performed administrative duties such as providing agents with detailed guest updates, and worked with outside vendors to book activities.

INTERESTS

Climate Activism
Sustainable Travel
Health & Wellness
Volunteer
Design
Outdoor Adventure
Networking

EXPERIENCE (CONTINUED)

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EVENT PLANNER & MARKETING MANAGER

BOOMROCK LODGE | MAR. 2018 – JUN. 2019 (CONTRACT) | WELLINGTON, NZ

- First point of contact for potential clients from the initial inquiry and/or site visit.
- Planned, coordinated, and hosted a wide range of events including weddings, conferences, company incentives, and stag/hen dos.
- Created run-sheets for each event and distributed them to team members.
- Conducted and managed team briefings on all necessary information prior to each event.
- Lead the overall marketing & PR strategy.
- Managed all social media channels (Facebook & Instagram) which grew by 200%.
- Maintained stock control over beverages, glassware, linen, stationary, brand merchandise and staff uniforms.

MARKETING & EVENTS COORDINATOR

TOP HAT | JUN. 2016 – DEC. 2017 | TORONTO, CAN

Canada's fastest growing tech company (Deloitte Technology Fast 50™ 2016)

- Assisted the VP of Demand Generation with the overall annual events strategy and design with a strong focus on brand awareness and lead acquisition.
- Developed a project plan, timeline, budget, strategy and key objectives for each event.
- Worked alongside the design and copy teams to create disruptive and innovative marketing materials and ensured key messaging translated across all channels.
- Set up and managed the company's first Instagram account.

ACCOUNT COORDINATOR

DDB CANADA | MAY. 2015 - JUN. 2016 | TORONTO, CAN

Canada's most awarded advertising agency

- Developed and documented all key project parameters including briefs, timelines, budgets, WIP's, print job initiatives, and contact reports.
- Worked closely with clients (Kraft Heinz, Campbell's, S.C. Johnson) creatives, vendors, production, and other members of the account team.
- Coordinated with clients to obtain timely approvals on creative pieces.
- Conducted extensive competitor research and insights for competitive reviews.

BRAND AMBASSADOR

MOSAIC SALES SOLUTIONS | MAY 2012 - MAY 2015 | TORONTO, CAN

Largest & Fastest growing experiential marketing agency in North America

- Represented a wide range of fortune 500 companies (Budweiser, Smirnoff, Proctor & Gamble, Samsung) through immersive brand experiences and campaigns.
- Engaged and informed consumers through the activation of memorable events.
- Exceeded target goals for each event activation.
- Reported consumer engagement results and provided client feedback to manager.

REFERENCES



JESSIE BYRNE

MARKETING MANAGER
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LIZ BOAG

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