

# Cassidy Gwozdz

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## EDUCATION

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### University of Guelph

Guelph, ON

Marketing Management | Bachelor of Commerce | Minor in Statistics | Graduated with Distinction

## WORK EXPERIENCE

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### Twilight Signs

Bolton, ON

Marketing Coordinator

2021-Present

- Created a strong foundation in establishing a Digital Marketing presence from scratch by creating cohesive brand image across all platforms.
- Designed effective B2B marketing campaigns by developing monthly campaign briefs for the Sales Team, conducted thorough research and analysis to develop effective marketing campaigns, supporting the sales team and contributing to tangible sales growth.
- Boosted social media presence by regularly posting creative content, resulting in a 140% increase in interactivity on Facebook and Instagram.
- Rapidly grew LinkedIn followers from 300 to 1700 in one year and established a TikTok presence, accumulating over 1 million views.
- Provided valuable data and insights to inform decision making using Hubspot CRM system to track and measure marketing efforts, presenting results to the leadership team to inform strategic planning.
- Launched and managed paid digital advertising campaigns on Google Ads.
- Boosted engagement and interest through the creation of engaging infographics and photography for social media content.
- Improved SEO by updating the website using WordPress software and writing monthly blog posts.

### Maple Lodge Farms

Brampton, ON

Show Team Member

2019-2020

- Represented the brand across Canada through tradeshow and festivals to increase brand awareness and drive sales.
- Contributed to the growth of the company by developing and executing effective marketing strategies and nurturing strong relationships with customers and partners.

### University of Guelph

Guelph, ON

Game Day Manager of Statistics

2019-2021

- Managed scoreboard table and player statistics at all University of Guelph sporting events.
- Efficiently scheduled employees for shifts using iWork.
- Led live sport updates on social media and the OUA website.
- Demonstrated the ability to work effectively in high-stress environments.
- Developed a comprehensive handbook, complete with instructions on athletic positions, for future reference.

## SKILLS & INTERESTS & CERTIFICATES

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**Certificates:** Hupspot Digital Marketing, Hubspot Inbound Marketing, Google Digital Marketing & Ad Certificate

**Computer:** Microsoft Office included PowerPoint, Word, Teams, Planner and Excel (formulas, pivot tables and V-look-up), Creative Cloud (Illustrator, InDesign Photoshop, After Effects and Rush), Extensive use of Canva

**Languages:** Excellent Verbal & Written French

**Interests:** Playing Sports (mostly Volleyball, Basketball and recently Golf!), Building my small business, Working out