

# REBECKA CALDERWOOD

STRATEGY & COMMUNICATION CONSULTANT

www.rebeckacalderwood.com

## EXPERIENCE

- 2021 **CHARITYBIDS** Toronto, ON
- ◆ **MARKETING SPECIALIST** 02/2021 – 04/2021
- Conceptualized marketing & brand strategy and developed digital assets
  - Created and executed social media strategy by designing, building, and scheduling content; conducting paid ad campaigns for internal brand & clients; and measuring and reporting results
  - Designed and wrote copy for marketing materials such as event proposals, client informational PDFs, case studies, sales pitch decks, email newsletters, white papers, and web copy for online catalogue and public site
  - Organic metrics: Doubled LinkedIn followers in two months, increased page views by 17% and held +6% engagement rate; reached 112.4% more accounts on Instagram and increased impressions by 103.9% within the first month
  - Paid metrics, client campaigns: Averaged 4.36% CTR, \$0.14 CPC, \$6.24 CPM
- 2018 – 2020 **TOURRADAR** Toronto, ON
- ◆ **PROJECT COORDINATOR** 03/2020 – 09/2020
- Created and executed project plans to improve UX, processes, & efficiencies
  - Led Cruise email marketing newsletters (briefs, copy and brand positioning)
  - Wrote copy for landing pages, CRM email templates, & interfaces
  - Presented projects to cross-department stakeholders (virtual & in-person)
  - Analyzed and synthesized customer insights to meet key business objectives
- ◆ **CRUISE SPECIALIST (TIER 2/3)** 10/2019 – 09/2020
- Created daily & weekly plan of action for North American Cruise team
  - Performed B2C sales & support as a senior agent, including escalations
  - Conducted B2B relationship management communications and negotiations
- ◆ **SALES & SUPPORT SPECIALIST (TIER 1)** 05/2018 – 10/2019
- Led project redesign of internal interface according to customer journey
  - Contributed written pieces for the social media & marketing team
  - Compiled content resources in one database to use in sales practice
  - Quickly regarded as a mentor during lengthy hyper-growth period
- 2017 – 2018 **VOLLEYBALL SOURCE** Toronto, ON
- ◆ **SOCIAL MEDIA & PROJECT MANAGER** 12/2017 – 05/2018
- Organized & renewed business contracts and created project timeline for May 2018 Volleyball Canada Nationals tournament
  - Acting onsite Social Media Manager for Volleyball Canada Nationals in Edmonton: coordinated with live stream and video team for timely releases
  - Created release calendar and content (FB, IG, SC) for three accounts: Volleyball Canada, Volleyball Canada Nationals and Volleyball Source
  - Liaised with Volleyball Canada staff to maintain high level of communication
- 2016 – 2018 **RYERSON UNIVERSITY** Toronto, ON
- ◆ **TEACHING ASSISTANT** 09/2016 – 04/2018
- Assisted School of Journalism students in courses geared toward storytelling with visual and multimedia focus; including principles of user experience design, audio and video techniques, interactive tools and visualizations, website production, social media, photo composition, & doc-style reporting

## EDUCATION & TRAINING

- MASTER OF DIGITAL MEDIA** | Ryerson University 2017  
**Major Research Project/Thesis**  
A Traveller's Digital Identity: Analysis of current mobile travel apps & tourist behaviour for personalized discovery of urban environments + app prototype "DROP/PIN"
- BACHELOR OF JOURNALISM** | Ryerson University 2015
- Multimedia Reporting & Editing Internship | CBC Manitoba – 2014
  - International Exchange | Danmarks Medie- og Journalisthøjskole – 2014
  - Explore – French as a Foreign Language Program | Université Laval – 2013
- STRATEGY OF CONTENT MARKETING** | University of California 2020
- PROJECT MANAGEMENT BASICS** | Project Management Institute 2020
- WEB DEVELOPMENT & DESIGN COURSE** | Ladies Learning Code 2016

## PROFILE

Detail-oriented problem-solver & user-focused storyteller with advanced education in digital media, marketing, project management; and professional experience in rapid growth tech startups, corporate settings and non-profits organizations.

## CONTACT

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## APTITUDE

- PROJECT MANAGEMENT
- EMAIL & CONTENT MARKETING
- CUSTOMER SALES & SUPPORT
- ORAL & WRITTEN COMMUNICATION
- DIGITAL DESIGN & STRATEGY
- SOCIAL MEDIA MARKETING
- CONCEPTUALIZATION
- COPYWRITING
- BRANDING

## HARD SKILLS

- CRM Systems Adobe Creative Cloud
- Microsoft Office Documentation
- Canva Slack Asana Confluence
- Canadian Press Style Writing & Editing

## SOFT SKILLS

- Organization Empathy Collaboration
- Listening Skills Relationship Management
- Problem Solving Design Thinking
- Growth Mindset

## INTERESTS

- Hiking Camping Travel Yoga
- Business & Health Podcasts