

Catherine Ho

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EXPERIENCE

Social Media Coordinator

Guidelines Advertising, Jan 2021 - Present

Develop, implement, and manage social media strategy, including copywriting, animation and video editing for monthly content calendars. Managing 5 client accounts simultaneously with regular engagement on all social channels, increasing content interactions by 40%.

Digital Marketing Coordinator

Invest Ottawa, Aug - Dec 2020

Researched and developed strategies to help small businesses implement a deep digital transformation plan to strengthen business operations. Worked with clients to set new online objectives, implement email marketing strategies, establish KPI's and social media development.

Digital Marketing Associate

Sweet Dreams Teashop, May - Aug 2019

Developed social media content and website copy to effectively communicate brand activities. Organized and facilitated an in-store event and promoted it on social media resulting in a 30% increase in engagement.

Public Relations Director

Fashion for Change, Sept 2018 - Aug 2019

Recruited and managed a team of Public Relations members to promote FC's initiatives on social media platforms and media outlets. Managed the marketing calendar and revised blog posts on Hootsuite to increase community engagement. Fundraised and donated \$8,500 through events and Fashion Show to WE Charity.

EDUCATION

Bachelor of Honours Global Business and Digital Arts

University of Waterloo
Class of 2020
Deans Honours List | 2017-20

Ewha Women's University

Sept 2019 - Dec 2019
Study Abroad term in
Seoul, South Korea

SKILLS

Social Media Marketing
Content Marketing
Brand Marketing
Copywriting
Photography + Editing
UX/ UI Design Process
User Research
Videography
Graphic Design

TOOLS

Adobe Creative Suite
Social Media Platforms
Microsoft Office Suite
Google Suite
Buffer
Hootsuite
Trello
Mailchimp
Figma

CERTIFICATIONS

Google My Business
Google Ads Search