

Catherine Ho

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EXPERIENCE

Senior Coordinator, Digital Engagement | Holland Bloorview
July 2022 - Present

Developing and coordinating content on social media channels and website. Key responsibilities include creating and executing social media content through copywriting, videography, video editing, and photography, managing an annual social media editorial calendar, analyzing social performance, and providing excellent community management across all platforms. Acting as subject matter expert and facilitate training sessions to share social media best practices for staff members.

Social Media Coordinator | Guidelines Advertising
Jan 2021 - June 2022

Developed content calendars for social media platforms, including copywriting, graphic creation and video editing. Managed 5 client accounts simultaneously with regular engagement on all social channels, increasing content interactions by 40%.

Digital Marketing Coordinator | Invest Ottawa, Digital Main Street
Aug - Dec 2020

Researched and developed strategies to help small businesses implement a deep digital transformation plan to strengthen business operations. Worked with 6 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

EDUCATION

Bachelor of Honours Global Business and Digital Arts
University of Waterloo

Introduction to Designing Inclusive and Accessible Content | Course
OCAD University

SKILLS

Social Media and
Content Marketing
Brand Marketing
Copywriting
Graphic Design
Photography
Photo Editing
Videography
Video Editing
IG Reels
Email Marketing
UX/ UI Design Process
SEO

TOOLS

Adobe Illustrator
Adobe Lightroom
Adobe Premiere Pro
Adobe After Effects
Adobe Photoshop
Meta Business Suite
Meta Ads Manager
Sprout
Buffer
Keyhole
Hootsuite
Mailchimp
Canva