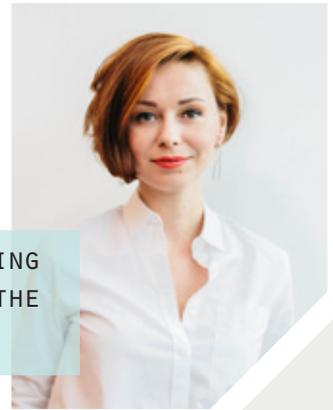


# TAISIA POSTOLATI

## DIGITAL MARKETING SPECIALIST



HELLO, MY NAME IS TAISIA. I AM A RESULTS-FOCUSED DIGITAL MARKETING SPECIALIST, WHO IS PASSIONATE ABOUT BRAND STORYTELLING AT THE INTERSECTION OF CREATIVITY AND TECHNOLOGY.

### CORE COMPETENCIES

- ONLINE MARKETING
- CONTENT STRATEGY
- SOCIAL MEDIA MARKETING
- EMAIL MARKETING
- GRAPHIC DESIGN
- MARKET RESEARCH
- EVENT MANAGEMENT

### TECHNICAL SKILLS

- ADOBE CREATIVE CLOUD
- WORDPRESS
- ELOQUA
- MAIL CHIMP
- FACEBOOK ADS MANAGER
- MS OFFICE SUITE
- GOOGLE ANALYTICS
- GOOLGE ADWORDS

### EDUCATION

BCOMM, MARKETING  
RYERSON UNIVERSITY 2018

### EXPERIENCE

MARKETING COORDINATOR | JONES LANG LASALLE | 12/17-03/19

- Provided marketing and administrative support for JLL Canada's top performing office leasing team in Downtown Toronto, including office leasing marketing campaigns, client presentations, property brochures and social media content.
- Founding member of JLL's Women In Tech event series, that showcased high profile leaders from Toronto's tech community, raised money for the YWCA and maximized client development opportunities for JLL brokers.
- Developed and executed event communication strategy including website design, email marketing and social media engagement. Managed event logistics and acted as presenter and event moderator.
- Inaugural Women In Tech event was attended by 150+ guests, featured 11 high profile speakers, event hashtag was trending on Twitter on the night of the event and has an average social media engagement rate of 11%.

SOCIAL MEDIA SPECIALIST | ACROPOLIS ORGANICS | 07/16-12/16

- Positioned Acropolis Organics as a premium health food brand through strategic engagement of social media influencers.
- Launched a targeted social media influencer campaign focused on health food bloggers and active lifestyle influencers,
- Campaign resulted in 60k social media impressions, 300% increase in AO Instagram brand followers and over 1000% growth in engagement across Instagram and Facebook.

DIGITAL MARKETING COORDINATOR | TITIKA ACTIVE | 09/15-05/16

- Established in-house Digital Marketing team at Titika Active, supporting strategic shift from brick-and-mortar to on-line sales.
- Planned digital media content calendar and launched weekly integrated campaigns including social media, paid display ads, and email.
- Email campaigns exceeded retail industry average click to open rate (CTOR) by 8% and click through rate (CTR) by 3%, resulting in 20% year-over-year average sales growth.

SALES OPERATIONS ASSOCIATE | PIVOTAL | 03/15-05/15

- Completed successful RFPs and project proposals by synthesizing complex requirements information from software engineering and business development teams.