

# CHRISTOPHER COTTLE

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With 5 years of experience in the field, I've had the opportunity to develop and implement content strategies across various social media platforms. I've been fortunate to create content that seems to resonate with audiences, leading to increases in follower counts and stronger connections between brands and their consumers.

## Skills

Web Analytics  
SEO Marketing  
Email Marketing  
Meta and Google Analytics

Budgeting  
Project Management  
Client Acquisition  
Typography

Photography & Editing  
Video Production & Editing  
Data & Trend Forecasting  
Verbal & Written Communication

## Software Proficiency

Office 365 (Excel, Word, Outlook, PowerPoint, Teams), Adobe Suite (After Effects, Dreamweaver, Illustrator, Indesign, Lightroom, Photoshop, Premiere) DaVinci Resolve, Wordpress, Mailchimp, Canvas, Google SEO, Google Adwords, Google Ad Manager, Facebook Business Suite, Paid Social, Sprout, Jira Atlassian

## Professional Experience

### WellnessLiving

*Social Media & Community Manager*

**Thornhill, Ontario**

*2023 - Present*

- Stewarded WellnessLiving's diverse network of 10,000+ followers across all social media platforms, driving client engagement by 18% through raising awareness around partnerships, promotional events, and educational content, leading to increased brand loyalty and awareness among fitness business owners.
- Revitalized WellnessLiving's gated content strategy by developing an innovative promotional framework, resulting in a 80% increase in organic and enhanced customer engagement.
- Functioned as a project manager for outbound promotional campaigns, guiding the Design and Copywriting Department in producing impactful print, digital, and video content, resulting in a significant increase in brand visibility and customer engagement.
- Played a key role in the implementation of a new project management workflow in Jira Atlassian, leading to enhanced project efficiency by 40%, improving operational accountability across the marketing department, and the successful creation of new standard operating procedures and toolkit guides.

### Freelance / Contractor

*Content Marketing Specialist*

**Remote Ontario**

*2015 - Present*

- Secured \$30,000 in annual revenue for Aero Media Marketing by initiating strategic partnerships with TakingItGlobal, Project Outsiders, and 67 Records, using targeted marketing campaigns and content development.
- Conceived and executed the #RisingYouthEN Podcast campaign as a Consultant for TakingItGlobal, generating 160,000 impressions by leveraging social media promotion and SEO best practices.
- Produced several short films as a founding member of Bawaadan Collective, which were featured at ImagiNative, Forest City, and Asinabka Film Festivals, contributing to a significant expansion in the collective's operational budget.
- Secured multiple grants from Ontario Arts and the Canadian Arts Council, expanding 67 Records' annual budget to \$200,000, by preparing compelling grant proposals focusing on content, programming, and production development.
- Devised and implemented TechZenik's inaugural marketing campaign, capturing over 200 paid clients for their 2019 summer camp via multi-channel tactics, including email marketing, social media engagement, content marketing, event promotions, and targeted paid advertising in the Scarborough region.

- Collaborated with the Provincial Government to strategize and execute compelling social media content, propelling youth engagement with the OCA by 12%, resulting in over 8000 annual youth interactions via calls and emails.
- Leveraged Google SEO, Mailchimp, Google AdWords, Facebook, and Instagram Ads to generate comprehensive metrics reports, providing actionable insights that informed strategic decisions for the Provincial Advocate.
- Devised and implemented effective growth strategies, including the production of engaging native content, resulting in a 50% audience growth and garnering over 4000 new followers across all social media platforms used by the Ontario Child Advocate.
- Established and nurtured relationships with influential figures within our mandated policy, acquiring deep insights into the needs of marginalized groups, including BIPOC and individuals with both visible and invisible disabilities. This understanding empowered the OCA to improve its services and outreach to these communities.

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### Education

**St. Clair College**  
*Advertising / Diploma & PCM*

**Mississauga, ON**  
*Apr 2017*

**Sheridan College School of Business**  
*Business Marketing*

**Oakville, ON**  
*Apr 2018*

**St. Clair College**  
*Professional Certification of Digital Marketing*

**Windsor, ON**  
*Apr 2017*

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### Professional Projects

**Ansvar**  
*Cinematographer*

**Vancouver**  
*November 2022*

- Environmental Documentary for commercial distribution
- Coordinated interviews with several professors, public infrastructure offices and politicians

**ArtsCan Circle**  
*Program Facilitator*

**Fort Albany First Nations**  
*2021 - 2022*

- Program Facilitator and Coordinator for the Healing Through Music Workshops in Fort Albany First Nations
- Coordinated budget, schedule, reporting and program facilitation and cooking for the program
- Conducted 9 workshops with 6-12 youth ages 12-16 developing 9 songs and music videos respectively

**Bawaadan Collective**  
*Project Coordinator & Cinematographer*

**Toronto**  
*2019 - Present*

- Founding Member of Bawaadan Collective, In-house resident cinematographer and editor
- Created over a dozen pieces of creative media across short films, commercial media and music videos
- Program Coordinator for youth film workshops developing budgets, schedule and program curriculum

**TakingItGlobal**  
*Showrunner*

**Remote Canada**  
*2019 - 2022*

- Creator of the #RisingYouth Podcast and all associated shows
- Coordinated in the development of 6 additional podcast to the network including a francophone centric podcast
- Managed budget, production, accounting and creative development of the podcast platform

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REFERENCES PROVIDED UPON REQUEST

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