

# Evan Stolpmann

Digital Marketing Coordinator and Intern

Toronto, Canada

613-899-9939

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## Soft Skills

- Excellent written and oral communication skills with ability to articulate, contextualize and relay understanding of meaning within a message
- High emotional intelligence, allowing for critical thinking and logical problem solving
- Ability to understand, communicate and apply complex technical concepts
- Detail and task-oriented, with strong research and organizational skills

## Hard Skills

- Microsoft Office
- Adobe Suite
- WordPress
- HTML/CSS
- SAS Studio
- Python
- SQL
- Google Analytics
- Social Media Ads
- SEO
- Canva

## Social

 [LinkedIn.com/in/evan-stolpmann](https://www.linkedin.com/in/evan-stolpmann)

## Profile

” Driving authentic and actionable insights through data-driven solutions. My passion for genuine relationships is what allows me to create valuable partnerships with key stakeholders that go beyond your organizations goals.

## Education

### Bachelor of Commerce: Digital Business Management

Humber College / 2018 - 2022

- Successfully researched and communicated business metrics using data collection and analysis, transforming information into key actionable insights
- Excelled in understanding theories and concepts in marketing like CRM, consumer behaviour and digital marketing
- Highly successful in understanding and applying promotional strategies for e-commerce and social media using frameworks such as analytic forecasting, user engagement, and content management
- Strong understanding of database management using tools such as Microsoft Excel, SQL, and SAS.

### Certificate: Digital Communications

Algonquin College / 2016 - 2017

## Work Experience

### Sales Representative

The Beer Store / 2019 - Present

- Delivered excellent customer service while communicating and assisted purchasing decisions
- Worked with a team in a fast moving and dynamic environment

### Podcast Producer

Pop Up Podcasting / 2017 - 2018

- Produced and recorded professional podcasts within a studio environment for clients such as: The Inside Source Podcast and The Conservative Party of Canada
- Edited audio and video content for promotional and marketing efforts which garnered 10,000+ impressions on Instagram & Facebook