**Tobin Sydneysmith**

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Languages**:** English**,** French

Website: <https://tobinsydneysmith.github.io/TobinSydneysmith/>

**EMPLOYMENT EXPERIENCE**

**NorLand Limited Vancouver, British Columbia**

*Digital Strategist and Business Development Associate July 2018 – Present*

* **Significantly increased web traffic to main site (~15%), similarly increased traffic for Norland’s 14 subsidiaries** 
  + Lead NorLand companies in growth strategy sessions, to identifying current issues in marketing, technology and business strategy
  + Performed analysis on customer, client and project data to extrapolate meaningful insights on the functionality and efficiency of NorLand’s business acquisition and project execution.
  + Developed all marketing and media materials including our current radio and TV ads, resulting in a significant increase in the amount job applications to the NorLand site.
  + Networked and presented NorLand’s body of work to industry executives to develop relationships and avenues for potential future work
  + Maintained digital marketing campaigns and curated content for NorLand’s 14 sites to ensure SEO ranking and efficient SEM campaigns
  + Developed an Inbound Marketing strategy to increase NorLand’s in-market legitimacy as a source of reliable and relevant information across its 14 businesses.

**Sportamore Stockholm, Sweden**

*Consultant through Hyper Island February 2018 – June 2018*

* **Worked with the insights team of the largest online athletic apparel retailer in the Nordics** 
  + Analyzed customer and web data and created user tests and surveys to outline a holistic picture of how Sportamore customers interact, associate with, and utilize the brand.
  + Lead strategy sessions with the Sportamore insights team to determine growth objectives and ideate on brand placement and perception
  + Used both qualitative and quantitative research to identify UX pain points on the Sportamore website and app
  + Developed various A/B tests for the Sportamore website and app and tested them with significant traffic to determine appropriate changes

**Babyland Stockholm, Sweden**

*Consultant through Hyper Island November 2017 – February 2018*

* **Worked with the marketing and strategy team of the largest children’s-product ecommerce company in Sweden**
  + Conducted interview session with department heads to extract a complete view of how consumer’s associate with the brand. And combined this with analysis of previous campaign, purchase and brand research data, to build an accurate illustration of how Babyland is perceived and performs in its market.
  + Lead creative sessions to develop new branding and marketing strategies that align better with the customer and, in turn, promote more associations with and mentions of the Babyland brand
  + Helped develop new communication strategies to help effectively convey Babyland’s new market and brand strategies in campaigns

**EDUCATION**

**Queen’s University Kingston, Ontario**

*Bachelor of Applied Economics (Honours) with a minor in Physical Geography 2013 – 2017*

* Varsity athlete and Academic All-Star for the Queen’s Men’s Rugby team
* Dedicated roughly 15-25 hours per week in season, achieving goals including winning OUA Rugby Championship in 2013, 2014 and 2015

**Hyper Island Stockholm, Sweden**

*Diploma of Technology in Digital and Data Strategy June 2017 – June 2018*

* Program focused on: evolving data landscape, business optimization strategy, monitoring and reporting of data, brand building, organic growth, search engine marketing and optimization, product viability assessment, creative ideation and effective communication.
* Emphasis on the hard skills: Google Analytics, Google AdWords, Facebook Business Manager, HTML5, CSS, JavaScript, SQL, CRM, Tableau, GTM, GDS, HubSpot, Salesforce, Optimizely and Microsoft Excel efficiency.

**ADDITIONAL INVOLVEMENT & INTERESTS**

**Queen’s Real Estate Investment Conference**

*Co-Chair 2015 – 2017*

* Managed a team of 18 students in organizing a conference with multiple industry keynote speakers and +100 delegates
* Raised ~$12,000 in sponsorships to execute the logistics of the conference
* Oversaw the creation, execution and placement of all QRIC publications, bringing real estate education into the spotlight at Queen’s University.

**British Columbia Rugby Union**

*Athlete 2010 – 2015*

* Consecutively selected to British Columbia’s Rugby rep team from Under-15 to Under-20 men. Winning the National Championship at the Under-16 and Under-18 tournaments.
* Subsequently completed try-outs, and was placed on the ‘short list’ for the Under-18 Men’s National Team

**Interests:** Rugby, journalism, global events, hiking, football, travel, yoga

**Something interesting about me:** I’ve been to 31 countries.