**StarterHacks**

**Coffee ‘n Code**

**ARChemy**

**Montessori – Coming Soon (Summary)**

Role

* Marketing Director (September 2018 – December 2018)
* Marketing Vice President (January 2019 – September 2019)
* Growth Team (September 2019 – December 2019)

Duration

* September 2018 – Present

2019 Outcomes

* Created content and copies for the club’s social media platforms increasing traffic and page followers to 900+
* Overseeing marketing materials from copies to creative visuals prior to sharing on social media
* Ideated additional marketing tactics to make our presence known on a digital platform as well as get to know our attendees more to make them feel more part of our community rather than just being a weekly attendee
  + Created an Instagram account to post creative materials
  + Started the #mycupofcode Instagram posts (a spin-off on #humansofNewYork) to share the stories of our attendees and let our social media followers know more about the people of Coffee ‘n Code, executive or attendee
  + Created numerous banners, posters and Instagram posters pertaining to Coffee ‘n Code content, events, meetings and workshops
  + Partook in the attempted re-branding of Coffee ‘n Code, hoping to give Coffee ‘n Code a new logo as well as a working website for all our information to exist it
* I helped onboard the new Marketing Team as part of the Growth Team (goal is to have more public relations, create relationships with the start-up community in Kitchener-Waterloo and prolong Coffee ‘n Code’s club and community with the help of sponsors)

Overview  
My Tasks as:

* Marketing Director (September 2018 – December 2018)
* Marketing Vice President (January 2019 – September 2019)
* Growth Team (September 2019 – December 2019)

Creations as a:

* Marketing Director (September 2018 – December 2018)
* Marketing Vice President (January 2019 – September 2019)
* Growth Team (September 2019 – December 2019)

Takeaways

Future Projects / Next Steps

* Growth of Coffee ‘n Code
* Re-branding