ERIN HOLLETT

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EDUCATION

Humber College, Diploma – Computer Programming
Toronto, ON | May 2025 – Aug 2026

Sheridan College, Advanced Diploma – Business Administration: Marketing (Honours)
Mississauga, ON | Sept 2018 – Apr 2021

SKILLS

· **Programming Languages**: Python, JavaScript, HTML, CSS

· **Marketing:**: WordPress, HubSpot, Zoho CRM, Eventbrite, Hootsuite, Google Analytics, SEO, MailChimp, Photoshop, Canva

EXPERIENCE

Marketing Assistant (Contract)   Mar, 2024 – Present
Tatras Industrial – Vancouver, BC (Remote)

· Created 4 newsletters in MailChip, earning an avg. open rate of 35% and click-through rate of 11% from 800+ subscribers.

· Developed and posted weekly social media posts on LinkedIn, Instagram, and Facebook, earning 495 likes in 90 days.

Website Project Manager | Marketing Coordinator   Aug, 2022 – Feb, 2025
Canadian Polish Business Association – Mississauga, ON

· Led development of a revenue-generating membership website, acting as liaison between stakeholders and developers. Defined features, reported bugs, proposed UX improvements, and wrote website copy: contributing to 45 paid members and 197 newsletter subscribers in the first month post-launch.

· Managed social channels and introduced a social media strategy that tripled our LinkedIn following from 1000 to 3000+.

· Created two print advertisements published in Truck 'N' Roll Magazine, reaching their audience of 10,000+ readers.

· Promoted 15 in-person networking events through social media, email & Eventbrite; selling over 1400 tickets.

· Wrote an international business plan and presentation that earned approval from the TCS for the successful Sustainable Cities Trade & Investment Mission: Poland & Ukraine.

Programme Book Designer | Graphic Designer (Contract)   Nov 2022 – Dec 2024 (Seasonal, recurring)
Ekran Toronto Polish Film Festival – Toronto, ON

· Led the design of festival booklets for 2022-2024, providing 2,000+ attendees each year with a useful programming guide.

· Designed graphics for the 2024 social media campaign, reaching a combined audience of 3.8k on Instagram and Facebook.

PROJECTS

Super Spy Cam (Motion-Activated Door Camera)   **github.com/erinhollett/super-spy-cam**

· Built a full-stack Python application t0 recording motion outside an apartment door and send notifications via the Discord API.

· Used OpenCV to detect motion from a webcam mounted to a door eye-hole, record video, and save the clips locally.

· Built a RESTful API and simple frontend website using HTML and JavaScript to browse and search recorded footage.