

# 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

### Technical 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 MailChimp, 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*

- Managed social channels and introduced a social media strategy that tripled our LinkedIn following from 1000 to 3000+.
- Led a successful website launch, securing 45 paying members and 197 newsletter subscribers within the first month.
- 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](https://github.com/erinhollett/super-spy-cam)

- Built a full-stack Python application to 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.