

ERIN HOLLETT

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EDUCATION

Humber College, Etobicoke, ON

May 2025 – Dec 2026

Diploma – Computer Programming

- Relevant Coursework: Algorithms & Problem Solving, Database Concepts & Design, Fundamentals of JavaScript, Operating Systems, Web Programming and Design

Sheridan College, Mississauga, ON

Sept 2018 – Apr 2021

Advanced Diploma – Business Administration - Marketing (Honours)

SKILLS

- **Developer Tools:** Python, JavaScript, C, HTML, CSS, Java, SQL, Git, Linux, JSON, GitHub Actions (CI/CD)
- **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 scheduled weekly social media posts on LinkedIn, Instagram, and Facebook, earning 18k views and 300+ interactions on Facebook/Instagram, and 80k impressions and 2k reactions on LinkedIn in the last year.

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: earning 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)

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 – Full-Stack Motion Detection App

github.com/erinhollett/super-spy-cam

- Built a full-stack Python application to record 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.