**Overall Summary of current position**

We believe in the power of the crowd. We imagine and produce events where perspectives, inspiration and ideas are shared and more resonant solutions are found than any of us could create on our own.

We bring together brilliant minds in collaboration and competition to find innovative solutions to important business, social, policy, scientific and technical challenges.

We supply the tools needed for our clients to revolutionize their economics of innovation through rapid solution delivery from a specialist crowd, sourced to accelerate their innovation cycle.

Drive rapid adoption of your API, SDK, or open dataset by leveraging our community and competition platform. In-person hackathons and online challenges offer developers incentives that get results.

**Work Experience**

**Digital Marketing & Engagement Specialist**

As the Marketing and Engagement Specialist on the Hackworks team I combine inbound, content & growth marketing to find, target and attract potential participants for our events and build a community around our brand.

**Inbound Marketing & Content Creation**

* Design and create visually attractive content for social media, email marketing, presentations, websites and more. Utilize inbound marketing by creating/curating valuable content & resources and sharing them with our community.
  + Skills: Design, Photoshop, InDesign, Illustrator, Canva, CSS, HTML, CMS, Wordpress, Blogging

**Growth Hacker**

* As a startup, to grow our community and brand I utilize low cost marketing tactics to target relevant interest groups to expand our following and recruit participants for our events and gain exposure.
  + Landing page optimization, Participant identification, Google/website Analytics, social media (Facebook, Twitter Instagram, Youtube), SEO, Content Marketing and [A/B testing](http://en.wikipedia.org/wiki/A/B_testing).

**Community & Social Media**

* Engage in social listening and monitoring to expand and engage our followers on social media and stay connected.
* Identify, recruit and empower brand advocates for our events.
* Create valuable sharable content specifically for each social platform
* Use data and metrics to gain valuable insights into the behaviors of our followers.
* monitoring, managing, updating and posting to all our social channels.
* Engage in real time with our participants, answering questions and responding to feedback in a positive way that builds a strong relationship
* Skills: Hootsuite Professional Certified, SocialBros, Social Analytics, Bitly, Facebook Ads, Twitter Ads, community building, social activation

**Event Planning**

* Plan, organize & execute a variety of professional events within the tech industry. Identify events target audience and drive RSVPs. Ensure the events are a valuable & enjoyable experience for all attendees
  + events include: hackathons, Inspiration Days, conferences, press events, grand finale parties, Dragons Den Style Pitch Days .

**Email Marketing**

* Design attractive, simple emails with a clear message, call to action and a high click through rate.
* Build and segment email lists
* Target the right lists of people with the right email message to ensure the right people get our emails
* Skills: Mailchimp, list building, A/B testing, Subject lines

Participant identification, community building, social activation

He has managed the social media & marketing efforts for CODE 2014 and 2015, and for the Great Canadian Appathon 3 and 4.

**HackWorks**

We believe in the power of the crowd. We imagine and produce events where perspectives, inspiration and ideas are shared and more resonant solutions are found than any of us could create on our own.

We bring together brilliant minds in collaboration and competition to find innovative solutions to important business, social, policy, scientific and technical challenges.

We supply the tools needed for our clients to revolutionize their economics of innovation through rapid solution delivery from a specialist crowd, sourced to accelerate their innovation cycle.

We know Hackers — what will entice them and what won’t; we've been on both sides; we expertly articulate technology value propositions to drive targeted innovation and sift through potential candidate solutions; we can advise on startup strategies, and, when appropriate, we connect innovators to tech investment opportunities through our partnership with Extreme Venture Partners.

We can help you drive rapid adoption of your API, SDK, or open dataset by leveraging our community and competition platform. In-person hackathons and online challenges offer developers incentives that get results.

Computer Engineering and Digital Art Academia

Coworking Spaces

Coding WOrkshops

Meetups

Accenlerators and Incubators

Supplty Chain Managers