Summary

I organize, market and promote inspiring hackathon events that drive innovative solutions for technological and social challenges and encourage entrepreneurship.

Past hacks include the Great Canadian Appathon and The Canadian Open Data Experience.

Looking to plan a hackathon? Reach me at [andrew@hackworks.com](mailto:andrew@hackworks.com) or visit [www.hackworks.com](http://www.hackworks.com) for more info

Ex

I engage and recruit participants, grow and manage our communities and promote and market our hackathon events to ensure they reach the right people.

**Content Marketing**

Design and create a range of shareable content for social media, email marketing, websites, blogs, presentations, and videos that provide value and engages our audience.

**Community Management**

Grow and manage communities around each of our hackathon events and the Hackworks brand to build visibility, credibility and to create an open two way communication channel.

**Growth Hacker**

Combine marketing, analytics and coding to grow our participant community, social media following, newsletter subscriptions, website traffic, engagement rates, email open rates and brand awareness at a low cost using influencer engagement, social media marketing, A/B testing, web design, landing page optimization, SEO and analytics.

**Social Media**

Manage the social accounts of all our hackathon events and the Hackworks brand. Strategically create and distribute content optimized for each social platforms unique language and experience to maximize engagement rates. Social monitoring and listening allows me to find, engage and expand our followers and recruit participants. Utilize social media analytics to see what's working and what's not in our social media strategy and to gain valuable insights into our participants and followers. I engage in real time with our followers by answering questions, responding to feedback and joining relevant industry conversations.

**Event Planning**

Plan, organize and execute a variety of professional events within the tech industry. Identify event target audience and drive RSVPs and ensure our events are a valuable & enjoyable experience for attendees. Events include: hackathons, conferences, press events, grand finale parties, Dragons Den style pitch days .

**Work Experience**

**Marketing & Engagement Specialist**

I organize, market and promote hackathon events. I find, engage and recruit target participants, grow and manage our hacker communities and ensure our hackathon events reach the right people.

**Content Marketing**

Design and create a range of shareable content for social media, email marketing, presentations, websites, blogs, how-to-videos that provides value and engages our audience using Photoshop, Illustrator, copywriting and blogging.

**Community Management**

Grow and manage communities around each of our hackathon events and the Hackworks brand and communicate with each of them effectively to gain insights into each of unique communities wants and need and to build visibility and credibility for our brands.

**Growth Hacker**

Combine marketing, analytics and coding (HTML,CSS, JavaScript) to grow our participant community, social media following, newsletter subscriptions, website traffic engagement rates, email open rates and brand awareness at a very low cost using influencer engagement, social media marketing, A/B testing, web design, landing page optimization, SEO and analytics.

**Social Media**

Manage the social accounts of all our hackathon events and the Hackworks brand. Strategically create and distribute content optimized for each social platforms unique language and experience to maximize its engagement . Social monitoring and listening allows me to find, engage and expand our followers and recruit participants.Utilize social media analytics to see what's working and what's not in our social media strategy and to gain valuable insights into our event participants and followers. I engage in real time with our participants by answering questions, responding to feedback and joining relevant industry conversations.

* Hootsuite Professional Certified, SocialBros, Social Analytics, Bitly, Facebook Ads, Twitter Ads,, social activation

**Event Planning**

Plan, organize and execute a variety of professional events within the tech industry. Identify events target audience and drive RSVPs and ensure our events are a valuable & enjoyable experience for attendees. Events include: hackathons, conferences, press events, grand finale parties, Dragons Den style pitch days .