

KATE VAN BEELEN

📍 Squamish, BC
📞 604-698-8491
✉ kvanbeelen3@gmail.com

Marketing professional with expertise in relationship building and efficient strategies. Skilled in managing and implementing system enhancements, and optimizing functionality. Strong in market analysis, communication, and problem-solving, with a passion for advancing sustainability through innovative marketing strategies.

EDUCATION

MARKETING MANAGEMENT CERTIFICATE

BCIT | Online
September 2021 - July 2024

BACHELOR OF DESIGN – FASHION AND TECHNOLOGY

Kwantlen Polytechnic University | Vancouver
September 2009 - April 2013

EXPERIENCE

Marketing and Branding Consultant Contract

2023

Coop's Bait & Tackle - Start-Up Retail | Squamish, BC

- Conducted research and insights gathering to tailor brand messaging, which resulted in a noticeable uptick in engagement and customer visits
- Developed a strategic marketing plan to boost brand awareness through social media content and promotions, engaging target audiences with creative, targeted campaigns
- Assisted with brand partnerships, effectively collaborating with external partners to achieve mutual visibility and growth goals

Manager

Crash Hotel | Squamish, BC

2019 - 2021

- Led all marketing and advertising initiatives, including management of radio and print advertisements to drive awareness and bookings
- Designed and executed a social media campaign showcasing the hotel's unique features, successfully increasing brand visibility and engagement
- Oversaw event promotions and partnership development to ensure maximum reach and attendance

Manager

Longhorn Salon and Bar | Whistler, BC

2017 - 2019

- Oversaw daily operations and marketing efforts for a high-traffic restaurant, leading to increased customer satisfaction and retention
- Facilitated customer feedback and handled escalations, fostering strong relationships with customers and enhancing brand reputation
- Focused on training and mentoring team members, reinforcing standards of excellence in service and hospitality

SKILLS AND CERTIFICATIONS

- Microsoft Office
- Adobe InDesign
- Adobe Illustrator
- Hootsuite Certified
- Google Analytics
- Canva