

Erika Roldan

marketing | creator | events

As an events and marketing specialist with 5+ years of experience in the industry, I have demonstrated skills in event planning, social media and content creation. I've worked with several B2B and B2C companies varying from fitness to finance, education to arts & entertainment. I value passion, creative expression and transparency.

Get in touch!

Mobile:

905-864-5341

Email:

erikajerriel@gmail.com

Website:

<https://erikaroldan.com>

LinkedIn:

<https://www.linkedin.com/in/erikaroldan>

Address:

Toronto, ON.

Specializations

- Social Media Research & Strategy
- Social Media Management
- Digital & Content Marketing
- Event Marketing & Planning
- Email Marketing
- Public Speaking
- Copywriting & Editing

Relevant Experience

Executive Director, Marketing Co-Chair**Seneca's Make It Happen | Jan 2021 - April 2021**

- Create and execute the marketing plan for a virtual conference
- Oversee a team of seven people while working alongside the co-chair

Freelance Marketing Manager**Self-Employed | Nov 2020 - Present**

- Strategize with local clients to implement and create marketing tools to improve and enhance their business. Services include marketing strategy and consulting, digital and social media marketing and content creation
- Research trends, create a competitive and situational analysis and manage social media accounts for small businesses

Founder & Creator**Locals Festival | June 2020 - Present**

- Found and lead a team of nine people to plan and execute several online festivals on Instagram Live, work with local artists, businesses, and charities to showcase their work and fundraise \$3500+ in six months

Podcaster, Content Creator, Author**Speak Up | June 2018 - Present**

- Published author of "Speak Up", a collection of short prose on mental health and knowledge in copyediting and copywriting
- Podcaster and content creator for a podcast called "Speak Up Erika" with knowledge in audio editing, content and brand marketing and collaboration with other creators
- Create social media content and strategies to voice brand message and personality

Financial Security Advisor**LaCapitale Financial | Oct 2019 - Oct 2020**

- Expanded and maintained client connections, personal brand and met sales targets
- Assessed risk and provided solutions for income protection
- Created and managed Instagram profile with creative content while adhering to brand guidelines

Social Media Coordinator, Barista, Key Holder**Second Cup | Sept 2014 - July 2019**

- Researched and curated a social media account to create a brand for the cafe
- Managed and created creative content for Instagram profile while sticking to brand marketing
- Promoted upcoming product launches, seasonal promotions and featured products

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Technical Skills

- Adobe Creative Suite
- Microsoft Office Suite
- WordPress, Squarespace
- MailChimp, Moosend
- Facebook Ads & Google Ads
- Hootsuite, Later

Relevant Experience Continued

Co-President

Institute of Communications, Culture, Information and Technology Council | January 2015 - May 2018

- Lead a team of twelve while maintaining internal and external relationships
- Responsible for event budgets and operating finances for the organization
- Managed and executed over 30 events of various sizes, including: galas, conferences, and networking events

Marketing & Communications Programming Assistant

University of Toronto | October 2017 - May 2018

- Created digital content (i.e., digital signage, print posters, social media content)
- Co-managed a team of four while developing marketing strategies that aligned with international education and events

Marketing Coordinator Intern

Audability | September 2017 - December 2017

- Created, developed and managed social media marketing campaigns that promoted brand awareness, maintained consistent and relevant online presence
- Increased social media presence on LinkedIn by 20%

Education

Seneca College @ York University

Graduate Certificate | Event Marketing in Sports, Arts and Entertainment

- Co-Chair and Executive Director for Make It Happen 2021 Conference

University of Toronto

Honours Bachelor of Arts | Business, Communications & Writing

- President, The Institute of Communications, Culture, Information & Technology
- Member, UTM Sexual Education Centre
- Mentor, UTM Caribbean Connections

Sheridan College

Certificate | Digital Communications

- Joint program with University of Toronto

Volunteer

- Team Lead for Parkdale Festival 2019
- Ambassador for Collision Conference, Luminato Festival and TIFF