

## Full Portfolio available at:

chriskowalewski.com



## EXPERIENCE

### Digital Advertising Lead

Flywheel Digital, Toronto

Apr 2020 - Present

### Digital Marketing Specialist

RED Academy, Toronto

Nov 2019 - Mar 2020

### Digital Marketing Instructor

RED Academy, Vancouver/Toronto

Apr 2018 - Jan 2020

### Digital Marketing

Fulton Inbound, Toronto

Jan 2016 - May 2019

### Marketing Manager

Landmark Sport Group, Mississauga

Dec 2014 - Jun 2015

## PROJECTS

### E-commerce Lead Gen and Sales

Swag Junkies - Shopify Store

2018 - Present

## SKILLS

- CRM / Automation
- Inbound / Content
- Landing Pages / CRO
- Podcast Production
- UX and UI Basics
- Paid Social
- Agile / Scrum
- Analytics / Reporting
- SEO and SEM
- Tag Management

## CERTIFICATIONS

### Marketing Software and Inbound Certification

Hubspot Academy

### Social Media and Content Marketing Certifications

Hubspot Academy

### Google Analytics Individual Qualification

Google Analytics Academy

### Google Ads Fundamentals

Google Analytics Academy

## EDUCATION

### UX and UI Foundations Program

RED Academy, Vancouver

### BA in Criminology / Social Science

York University, Toronto