

NICOLE -nicoleczorny.wordpress.com- CZORNY



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416-271-2706

SKILLS

HTML • CSS

Expression Engine

WordPress • Mail Chimp

Social Media Tools
& Trends

Google Analytics & AdWords

MS Word • PowerPoint

Excel • Outlook

Copyediting • Proofreading

Project Management

EDUCATION

CORPORATE
COMMUNICATIONS
& PUBLIC RELATIONS
Centennial College, Toronto
2011

E-PUBLISHING
Algonquin College, Ottawa
2008

PRINT JOURNALISM
Algonquin College, Ottawa
2007

JOURNALISM
BACCALAUREATE
University of Ottawa
2007



@nczorny



nczorny

A SKILLED COMMUNICATOR, I create high-impact digital content that moves people to action.

EXPERIENCE

COMMUNICATIONS ASSOCIATE

Evergreen Brick Works / Toronto / 2011-2015

Coordinated, wrote and edited high-impact print and digital communications, including print and digital ads, blogs, e-newsletters and social media content to promote public events at Evergreen Brick Works.

- Managed organization's [Facebook](#) profile and national [Instagram](#) account, more than doubling the number of Instagram followers in the six months I took over the account.
- Oversaw and executed all digital and print promotions for public events, writing, maintaining and editing all online "What's On" event and program webpages.
- Composed e-newsletters with a Click-Through Rate of 6.8% in 2015 (up 2.6% since 2014).
- Launched Google Grants application for Google AdWords, with two years experience creating and managing paid search campaigns.

WRITER AND BLOG OWNER

2011-Present

Founder and writer for [nicoleczorny.wordpress.com](#) and [donvalleygirls.wordpress.com](#).

- Research and write original articles related to Toronto's Don Valley and local environment.
- Created custom header and blog design.

MARKETING CONSULTANT, VOLUNTEER

Toronto / 2011-Present

Advise community groups, organizations and businesses on various marketing and communications initiatives to increase awareness:

- Creating on a Google AdWords Grant Application for non-for-profit organization Pegasus.
- Conducted a social media audit for Naturopathic Doctor.
- Created the Mission statement and Tagline for the Wild Foragers Society, and designed a Mail Chimp E-newsletter for local business, Little Party-Goers Inc..