

KRISTAGREIG

#24–616 Lonsdale Avenue, North Vancouver, BC. V7M 2G8

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HIGHLIGHTS

- Experience with various **digital marketing tools** used to implement and measure campaigns.
- Possess strong **interpersonal, leadership**, and **organizational skills** as a result of leading and training teams in both professional and volunteer settings.
- Experience planning and running **events, marketing campaigns**, and **personal website**.
- Continually learning new skills and disciplines including **project management, CRM tools, and HTML/CSS**.

SKILLS

- **Social Media:** HootSuite, Later, Facebook, Twitter, Instagram, LinkedIn, YouTube.
- **Email Marketing:** Pardot, MailChimp, Flocknote.
- **Graphic Design:** Adobe Creative Suite, Microsoft Publisher, Canva.
- **Analytics:** Google Analytics, Google Ads, Google Tag Manager.
- **Website Design:** Wix, Squarespace, WordPress, basic HTML/CSS, basic JavaScript.
- **Content:** Microsoft Office, iWork, G Suite.
- **Other:** Salesforce.

EXPERIENCE

COORDINATOR OF COMMUNICATIONS AND ENGAGEMENT

Christ the Redeemer Parish (West Vancouver, BC) | May 2020 – May 2021, May 2022 – Present

- Led digital shift during COVID including transitioning groups to Zoom, creating a process for live streamed Mass, crisis communication, and building a new website involving writing copy and managing the project.
- Coordinate major parish programs ranging from 20 to over 100 participants, including writing promotional content, developing graphics for promotion, and training volunteers.

DIGITAL MEDIA AND MARKETING COORDINATOR

Roman Catholic Archdiocese of Vancouver (Vancouver, BC) | May 2021 – May 2022

- Managed all projects handled by Communications department to ensure timely execution.
- Responsible for content distribution and community engagement strategy for multiple clients. Consulted on communications strategy for projects and created campaigns to support project goals; methods and materials included email campaigns, paid social, and print materials.
- Worked with data team to begin implementation of Salesforce and Pardot across all departments.

VP MARKETING

Young Women in Business (Vancouver, BC) | September 2019 – June 2020 (Volunteer position)

- Oversaw the various marketing activities for the YWiB Vancouver chapter including social media accounts, blog, monthly newsletter, and print marketing.



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EXPERIENCE

YOUTH PROGRAM COORDINATOR

Christ the Redeemer Parish (West Vancouver, BC) | April 2019 – April 2020 (Contract)

- Planned and hosted weekend retreat for 35 high school teens. Created registration forms, liaised with venue, developed promotional plan, and designed creative assets.
- Wrote, formatted, and distributed monthly e-newsletter using MailChimp and Flocknote.
- Managed and created content for Instagram and Facebook accounts.

SOCIAL MEDIA AND COMMUNITY MANAGER

Pinmo (Vancouver, BC) | May 2018 – August 2018 (Co-op position)

- Responsible for content planning and execution for multiple social media accounts across various platforms.
- Grew the brand's Instagram following by over 300% over four month term.
- Created and distributed email marketing campaigns including newsletters twice per month.
- Wrote blog posts and shared evergreen blog content frequently on social channels.
- Communicated with contractors and staff to produce content for social channels and website.

SPECIAL PROJECTS WORKER

posAbilities Association of BC (Burnaby, BC) | May 2017 – August 2017 (Co-op position)

- Improved the organization's two social enterprises by developing new business plans and marketing materials for each, enhancing online presence, and increasing involvement at local community events.
 - Coordinated a workshop for over 100 industry professionals, including arranging catering, liaising with venue, and writing a blog post recapping the event.
 - Continued marketing consulting and projects for the organization for 7 months after the end of this co-op term.
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EDUCATION

SIMON FRASER UNIVERSITY (Burnaby, BC)

September 2014 – December 2018

- Bachelor of Arts with a major in Communication, minor in Business.

ST. MARK'S COLLEGE (Vancouver, BC)

September 2023 – Present

- Formation for Lay Ministry Scholarship.

BRAINSTATION VANCOUVER (Vancouver, BC)

April 2018 – June 2018

- Completed 10-week digital marketing course.

ACHIEVEMENTS

- Formation for Lay Ministry Scholarship, St. Mark's College (2023).
- HubSpot Inbound Marketing Certification (2021).
- Google Ads Display Certification (2020).
- Advanced Google Analytics Certification (2018).
- SFU Dean's Honour Roll for achievement of a high GPA (Spring 2016, Fall 2017).



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