



# Colleen Kowalski

## CONTENT MARKETING PROFESSIONAL

Specializing in content creation, social media marketing, brand management, and event planning with over ten years of experience in digital marketing for the B2B, lifestyle, hospitality, and professional business services industries.

### CONTACT

#### PHONE

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#### WEBSITE

www.colleenkowalski.com

### EDUCATION

#### CLEVELAND STATE UNIVERSITY | 2018

Promotional Communications  
and Marketing

Summa Cum Laude

### SKILLS

- WordPress
- SquareSpace
- Adobe Creative Suite
- HubSpot
- Hootsuite
- Buffer
- TikTok
- LinkedIn
- Facebook
- X (Twitter)
- Instagram
- Google Analytics
- Semrush
- CI/TY

### CERTIFICATIONS

- HubSpot Inbound Certified
- HubSpot Content Marketing Certified
- Semrush SEO Toolkit Certified

### VOLUNTEER WORK

#### PLAYHOUSE SQUARE | 2016 – CURRENT

Redcoat

### EXPERIENCE

#### Content Manager

2020 – February 2024

##### Exit Planning Institute (EPI)

- Managed all content and ensured compliance with brand standards in marketing materials
- Authored 3–4 weekly blogs for EPI's website earning recognition as a National Gold Award-winner for Most Innovative Business Blog
- Managed social media platforms for EPI, the Exit Planning Summit, and the EPI President's accounts and increased followers by over 100% in less than one year
- Produced and marketed the Exit Is Now Podcast; recognized with a National Bronze Award for Most Innovative Business Podcast
- Created in-depth content packages that resulted in over 90,000 downloads
- Played a key role in the planning and execution of EPI's largest Exit Planning Summit in 2022
- Featured speaker at the 2023 Exit Planning Summit, leading a deep-dive session on the benefits of a strong integrated marketing strategy for over 150 attendees
- Created content that was featured in Forbes, Entrepreneur, and Inc. digital publications

#### Social Media Marketing Manager

2018 – 2020

##### Renaissance Toledo Downtown Hotel | First Hospitality

- Detailed and executed social media initiatives, including live events, for the hotel and its two restaurants, Brim House and The Heights
- Collaborated with Sales and Marketing, Beverage and Food, and Operations leaders on property marketing initiatives
- 50% increase in followers, engagement rates, and impressions across all social platforms
- Formed valuable relationships with influencers and small business owners in the Toledo area
- Curated personalized local experiences for hotel guests
- Planned and detailed social meetings and events for corporate clients, including ProMedica, The Anderson's Inc., and The University of Toledo
- Served as the main point of contact for clients, meeting planners, and large corporations
- Proficient in using CI/TY to plan and detail events
- Improved Event Satisfaction Survey (ESS) Scores in Ease of Planning, Planning Responsiveness, and Overall Event Experience

#### Content Marketing Intern

2017 – 2018

##### Briteskies, LLC

- Created B2B, eCommerce, web development software, and digital customer experience content and promoted the content through HubSpot
- Created a Customer Experience Survey and analyzed and interpreted the results to present to key stakeholders within the business
- Assisted in planning and executing the company brand relaunch event and created promotional materials

#### PINK Campus Representative

2016 – 2018

##### Victoria's Secret PINK

- Attended an in-depth brand training with Victoria's Secret leadership to effectively serve as a brand ambassador on Cleveland State University's campus
- Responsible for planning and executing creative promotional events for the PINK brand
- Created content specific to CSU's college market on Twitter, Facebook, and Instagram
- Communicated directly with merchandisers to share insights into what trends, styles, and products excite the typical PINK buyer
- Recognized as a top-performing PINK Representative for the planning and execution of a VIP watch party for the Victoria's Secret Fashion Show on Cleveland State's campus