

Claire Sutherland

Oakville, GTA • 289-795-5878 • csuther14@gmail.com

LinkedIn: www.linkedin.com/in/

Profile Summary

Marketing-focused entrepreneur and hospitality content creator experienced in business-to-business and business-to-consumer campaign planning, multichannel digital strategy, team leadership, and consumer insight research. Backed by strong dedication and advanced training in structured execution, audience segmentation, and high-performing social content that fuels organic reach, engagement, and community growth.

Education

Sheridan College — Advanced Diploma, Business Administration: Marketing

Coursework specialized in digital strategy, consumer insights, organizational behaviour, and multichannel marketing execution.

Project Experience

Digital Marketing Strategy

Secret City Adventures — “Love in the Vault” Digital Campaign

- Built a conversion-driven landing page with strategic CTAs and brand-aligned messaging.
- Designed segmented audience personas and exclusive messaging pillars to support campaign targeting before final evaluation.
- Created new mock-ups for all social media platforms – Twitter, Email, Instagram, TikTok and YouTube Shorts.

Advanced Multichannel Digital Marketing

B2B Digital Marketing Campaign – Webinar Presentation

- Developed a luxury condo webinar, including a keyword strategy, conversion forecasting, and promotional visuals.
- Designed value-driven webinar talking points emphasizing tech-forward amenity personalization to increase simulated funnel sign-ups.
- Utilized skills in Photoshop and InDesign to achieve professional and consistent imagery throughout, such as branding and logo for our group and art to show the possibilities of the service we are offering.

Marketing Management

Client Presentation – First Line Rinks

- Developed a B2C marketing strategy for First Line Rinks by segmenting institutional, residential, and commercial audiences, as well as competitor overview, and other macro and micro factors, all of which contributed to creating targeted campaigns that deliver new consumers and organic traffic to the website.
- Proposed website and CTA improvements including speed optimization and rink-repair planning.
- Designed 6+ co-branding and ice-logo placement concepts using competitor and foot-traffic feasibility mapping, aligning recommendations to lead-generation goals.

Applied Business Management

Business Simulation Game (BSG)

- Translated cross-department decisions (marketing, finance, human resources, operations) into strategic recommendations to support market share growth 12 weeks of simulation gameplay.
- Onboarded a low-performing simulation team mid-program by analyzing internal performance gaps and aligning strategy within 7 weekly decision cycles.

Professional Experience

Jack Astor's (Dundas 403) | Social Media Coordinator & Content Creator (June 2025–Present)

- Independent management of restaurant TikTok & Instagram with strong promotional + analytics ownership.
- Ideated, filmed, edited, and published promotional content highlighting food, cocktails, seasonal events, and team culture, delivered within weekly posting cycles.
- Achieved 600K+ views, 100+ comments, and non-follower “for you page” (fyp) reach on a viral promotional reel, validated through platform analytics.
- Tracked FYP audience behaviour patterns to refine content strategy, improving engagement consistency within the same 2025 posting window.

Sutherland AquaCo | Co-Founder (2024–Present)

- Backyard swim school combining children's lessons with mobile lifeguard + digital promotion.
- Developed tiered pricing, lesson bundles, and seasonal promotion strategy to drive bookings, launched within one week of concept development.
- Created social media assets using Canva and Cap Cut, increasing local visibility via Facebook in the same launch quarter.
- Integrated customer-first messaging emphasizing safety, confidence-building, and structured lesson progression.

Eurofins | COVID-19 Testing Team Lead (2021–2022)

- High-pressure operational coordination for large passenger volumes.
- Led a team of 6–8 staff coordinating daily testing logistics, inventory, safety compliance, scheduling, and managing 10+ operational updates per week.
- Communicated protocol and scheduling changes clearly to guests and staff to ensure safety without disrupting service experience during a 12-month leadership window.
- Responsible for creating presentations based on external (offshore) and internal data, as to why we need to be testing, who and what that process will look like. Presentations often given in a professional and boardroom setting with over 20 supervisors and officers of the ship.

Competitions and Extracurricular Activities

OCMC – Market Research Competitor | 6th Place, Ontario (2024)

- Trained intensively in rapid case analysis, presentation design, and timed Q&A responses, delivering a full research solution under competition-day time limits.
- Demonstrated live adaptability, disciplined prep, and confident judge communication while presenting with minimal prior case exposure.
- Developed and presented an on-the-spot market research case solution, placing in the top 6 in Ontario after 8 weeks of structured competition prep.
- Translated complex demographic and behavioural data into storytelling-based slides for judges, delivered within competition time constraints.

SKILLS

Core Competencies

- Team Leadership & Collaboration
- B2B and B2C Market Strategy & Client Planning
- Consumer Insight & Sentiment Analysis
- Social Media Growth & Engagement Strategy
- Audience Segmentation & Targeting
- Webinar Funnel Strategy & Digital Optimization

Technical Tools

- Canva (visual asset design, templates, layouts)
- Cap Cut (editing, reels, audio timing, transitions)
- Google Analytics (GA4, KPI tracking, audience insights)
- HubSpot (campaign planning, web CTAs, analytics forecasting)
- Adobe (content formatting, strategic slide storytelling)

