

Tomas Kaplan

Creative Marketing Coordinator

Toronto

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Summary

- 6 years of experience in promoting empowering companies and responsible products.
- Delivered YoY increase in visitors of 57% and session duration of 117%.
- Produced collateral to support manufacturer expansion into new markets.
- Independent decision-maker and versatile team player.
- Proactively seeks education to produce modern and compelling materials.

Skills

Project management

[Graphic design](#) / [CGI](#)

SEO

Sourcing

Social media

HTML / CSS

Branding

Copywriting

Research

Relevant experience

Marketing Coordinator

08/2020 - 03/2022

Würk Furniture | Toronto

- Designed and built an SEO-optimized [website](#) with a unique quote system. Sourced and coordinated freelance talent to implement backend changes. The new website generated a YoY increase in visitors of 57% and session duration of 117%.
- Built an ecommerce Shopify website.
- Produced brand guidelines and provided quality control of all marketing assets.
- Created brochures and sales sheets.
- Developed a [social media](#) strategy and implemented it with own content on Instagram, Facebook and Instagram. Recorded YoY growth in Facebook page likes of 530% and Instagram profile visits of 863%.
- Created and implemented a blogging strategy with the main topics focusing on office trends and healthy work.
- As a go-to marketing specialist supported the sales team and clients with custom collateral, 3D renderings and marketing inquiries.
- Monitored analytics, created reports and suggested new strategies.

Marketing Manager

05/2011 - 07/2016

Mias OC | Prague

- Sourced suppliers and directed the creation of six catalogs and a website that acted as the backbone for the company's successful expansion into new European markets.
- Produced detailed creative briefs and organized photoshoots.
- Collaborated with internal teams and international partners, such as the European leader in ergonomic seating Dauphin, to produce authentic and compelling marketing collateral.
- Launched products and created product copy, 3D models and renderings.
- Led the development of the partner portal, which also functioned as a client database. Created and distributed targeted newsletters.
- Coordinated partner and internal events and trade shows, such as Orgatec, including sourcing of merchandise. Created advertising materials, presentations and SWAG.
- Built and maintained great relationships with key clients including 3M, GE, Heineken, IBM and Siemens and supported them with marketing and product inquiries.

Additional experience

Self-employed

2019 - Present

Toronto

Interior design, Carpentry, House and Commercial painting, Furniture installation

Carpenter

06/2017 - 08/2020

IKEA | Toronto

- Built room settings, created CAD drawings, sourced materials and tools.
- 01-02/2019 Busan, South Korea & 08-09/2019 Quebec City: Advised new stores on display implementation. Trained new carpentry colleagues.

Education

Furniture Making

09/2006 - 06/2010

Technical School of Furniture Making and Design | Liberec, Czech Republic

- Certificate in Architecture and Interior Design

Tools

- Adobe Photoshop, InDesign, Illustrator, Premiere Pro
- WordPress, WooCommerce, Shopify, Joomla, Drupal, Webflow
- Blender, AutoCAD, SketchUp
- Later, MailerLite, Google Marketing Platform
- Google Workspace, Microsoft 365, Trello