

Tomas Kaplan

Creative Marketing Coordinator

Toronto

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Summary

- Creative marketing professional with 6 years of experience in launching empowering products and connecting brands with people.
- Delivered YoY increase in visitors of 57% and session duration of 117%.
- Led the development of six catalogs and a new website that served as the backbone for a successful expansion into new European markets.
- Open-minded learner and versatile team player with positive stakeholder engagement.
- Continuously seeks education to use the latest practices and tools in order 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.
- Launched products online including own copy and 3D renderings.
- 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 served as the backbone for the company's successful expansion into new European markets.
- Created 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 a partner portal, which also served 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

Handyman

2019 - Present

Self-employed | Toronto

Carpentry

House and residential painting

Furniture Assembly

Carpenter

06/2017 - 08/2020

IKEA | Toronto

- Built room settings and display structures. Created CAD drawings.
- 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

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