

EVA PAWLOWSKA

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EXECUTIVE SUMMARY

Driven project and event management professional with over 12 years of experience coordinating high-impact programs, conferences, and stakeholder initiatives from concept to execution. Highly skilled in logistical operations, vendor and budget administration, and event technology management. Proven track record of supporting cross-functional committees, maintaining complex CRM and registration databases, and delivering seamless in-person and virtual events for non-profit and community-focused organizations across Ontario.

CORE COMPETENCIES

- Marketing strategic planning
- Meta (Facebook/Instagram) and Google campaign management
- Audience targeting and CPA/CPC and ROI optimization
- Strong project and time management skills
- Technologically proficient. Fluent in CRM, project management, and marketing automation software
- Analytical and detail-oriented

PROFESSIONAL EXPERIENCE

Vice President, ICEC Canada and Head of Marketing

Indo Canada Education Council, 5749 Knights Drive, Ottawa | 77 World Trade Center, Connaught Place, New Delhi 110001
Jan 2016 - Current

- Work with upper management to identify opportunities and set organizational goals, prepare marketing, operations, and project plans, workflows, and calendars, and coordinate staff and resources to meet objectives.
- Oversee marketing campaigns targeting education stakeholders, including students and academic, government and corporate institutions, helping draw 20,000 students to use ICEC services and 3000+ monthly website visitors.
- Develop communication materials such as copy, press releases, proposals, and speeches, establish and maintain relationships with key stakeholders, including members and media, and oversee the CRM system.
- Assist with ongoing events, program rollouts, and technology projects such as industry roundtables and conferences, the *Annual General Meeting*, and *Study in Canada Seminars*, developing project plans and event programs, overseeing marketing and communications, establishing work priorities, and coordinating staff, volunteers, and partners.

Marketing and Communications Manager

Canadian Parents for French (Ontario), 2055 Dundas St. East, Mississauga, Ontario

Jul 2021- Oct 2022 (Marketing Manager); Oct 2022 - March 2023 (Contractor for the SayOUI Project)

- Managed a \$150,000 project budget and transitioned ad campaigns in-house, optimizing Meta and TikTok targeting to slash Cost Per Acquisition (CPA) by 90% (from \$576 to \$52).
- Executed omnichannel digital campaigns and developed marketing materials, generating 9.5M impressions and a 1,038% YoY increase in SayOUI website visitors. Achieved highly efficient CPCs (\$1.16 on Facebook, \$0.29 on TikTok) while reporting ROI and KPIs to upper management, the national branch, and government funding programs.
- Demonstrated success in growing traffic and generating demand on the CPF Ontario website, resulting in an 87% increase in page views and a 122% increase in users in 2021. Consistently met program enrollment targets and generated +300% views on program and membership landing pages.

- Managed technology integration, registration, branding, and marketing for the CPF Youth Conference, increasing registrations from 120 to 1,600 and boosting sponsorship and exhibitor sales by 50%.
- Built relationships with and helped coordinate 30+ partners, sponsors, event exhibitors, and vendors. Successfully engaged members by redesigning the newsletter, achieving an email open rate of 58% (+60% from previous years).

Branch Operations Assistant

BMO Capital Markets, 100 King Street West, Toronto, ON M5X 1H3

January 2020 - April 2020

- Provided client service, coordinated meetings for upper management and investment advisors, including booking boardrooms, catering, and technology setup.
- Managed inventory for two floors, directed clients, transferred calls, processed expense reports, and prepared and distributed client correspondence. Laid off due to the COVID-19 lock-down.

Administrative Assistant

BMO Nesbitt Burns, 4881 Yonge St., North York, Toronto. ON M2N 5X3

September 2015 - April 2017

- Provided sales, marketing, and administrative support to Investment Advisors and Managers, prepared and distributed client correspondence and marketing materials, and directed calls and visitors.
- Provided client service, opened and closed client accounts and processed electronic fund transfers and contributions. Generated reports on Salesforce, Excel and in-house software.

Director of Operations

Canada India Education Council, 100 King Street W 5700, Toronto, ON, M5X 1C7

Dec 2011 - Dec 2015

- Performed marketing and communications functions including acting as the first point-of-contact, developing marketing materials and programs, managing email and social media marketing campaigns, and liaising with education stakeholders.
- Prepared project plans and reports, coordinated staff, and tracked expenses for projects, events, and activities including the annual Synergy in Education Conference (2012-2015), Business of Education Gala, and agent membership roll-out.
- Trained and coordinated staff, oversaw office flow, and designed workflows and procedures, streamlining work processes.
- Performed sales functions including coordinating meetings, performing research and data mining, preparing presentations and sales reports, servicing clients, and maintaining client records, the CRM system, and a database of 16,000.

Marketing Coordinator

Progressive Rehab, 3221 Derry Road West, Mississauga, ON L5N 7L7

Dec 2011 - May 2015

- Developed and coordinated email, direct mail, and social media campaigns, organized patient appreciation events, and prepared marketing and communication materials such as presentations, articles, newsletters, reports, flyers, brochures, and mailing lists.
- Managed the company database and social media accounts, coordinated website changes and updates with the web developer, and provided administrative and marketing support to owners and staff as needed in a high-paced environment.

EDUCATION

Bachelor of Management, Athabasca University (2012-2019)

Medical Office Administration Program, Seneca College (2009-2011)

Continuing education: Brendan Burchard's Influencer Business Program and Thought Leader Roadmap (2021-2022)