

KATHRYN MCLEOD

RELATIONSHIP BUILDER | MARKETING GURU
AWKWARD DANCER | CREATIVE | IDEALIST

226.977.3833 | kathrynmcleod1@gmail.com | [@thelifescape](https://www.thelifescape.org) | kathrynmcleod.site

I am excitedly contacting you in regards to the Marketing & Innovation position currently available at mind your mind.

I possess a noteworthy track record of project coordination, business development, and digital communications. I am confident that my ability to independently conduct activities pertinent to the success of youth as well as creating meaningful experiences and partnerships, engaging audiences and developing effective campaigns, are the qualities that you are seeking in a candidate.

I have worked in this capacity for a number of years, and know that I will be a valuable asset. I am highly skilled and able to strategize my work so that planning and project management is done in the most efficient manner. My strong organization and multitasking skills ensure that I am highly capable of planning and coordinating the dynamics of program activities accordingly.

In my previous role, as Business Development Leader for Youth Opportunities Unlimited (YOU), I led the sales and marketing program for YOU's award winning (YOU Made It) social enterprises. In this position, I have not only developed a solid understanding of the value propositions and the intersectionality of youth, business development, technology and relationship management, but also have come to understand youth, the non-profit environment and am very resourceful when it comes to operating on lean budgets. In my current role at YOU as Business Liaison, I am taking the lead on creating YOU's new social media, marketing and best practices strategy as well as I manage a large case-load working one-on-one with youth facing barriers to employment.

In 2012, I co-founded THE LIFESCAPE- Escape & Educate, a web-based grassroots initiative, geared towards raising the awareness and importance of a global education. The creation of The LIFESCAPE, has resulted in securing multiple partnership and sponsorship opportunities with varying sized organizations around the world. These diverse relationships helped us to achieve our mission and vision through collaborative idea sharing and funding. I am certain that this experience has given me valuable knowledge of the communication tools and strategies that are necessary to connect with diverse populations.

I love London. We have a spirit like non-other. My love for the Forrest City has led me to sit on a number of committees/Board of Directors in the environmental sector, where I not only help to promote sustainable living practices, but also lend my expertise in marketing, design, web management and community engagement. These experiences allow me to assist non-profits and charitable organizations with my skills and expertise.

Sticking to the status quo has never been my thing and I look forward to joining an organization that supports youth to be the best they can be.

Kindest Regards,

Kathryn McLeod

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MILESTONES



2012: My life and professional experiences have led me down a different path than most. In 2012, I created an opportunity to fulfill a dream that required me to leave my job, sell my possessions, buy a one-way ticket and risk everything. This led me to travel the globe, igniting a passion for marketing, sustainable community development and intentional living.

2012 - Now: Co-founded TheLifEscape (Escape&Educate), a grassroots initiative enlightening people about global citizenship. A cultured perspective is imperative for success and I'm dedicated to helping others see the benefits of altered perspectives attained through travel. On this mission, my passion for purpose-driven marketing was born.



Future: I see marketing, design, technology and innovation as a way to shape the experiences that people have with the world. I'm an idealist who sees business and social progress as partners in community impact, not foes. I see story telling through digital media as a way to consciously collide with audiences like never before. Together, we can do amazing things. I'm ready. Are you?

I'm an accomplished creative dedicated to growing business and strengthening communities. I'm ready. Are you?



Clifton Strengths Finder Results:
Futuristic, Strategic, Activator, Ideation & Input



Avid sailor and loves scuba diving with sharks! Seriously, can't get enough.



Spent hundreds of days as a digital nomad and circumnavigated the globe by train, plane, automobile and boat.



Summited Africa's highest mountain: Mt. Kilimanjaro - 19,341 ft. (5895 m) above sea level



Graduated with an Honors Double Major from one of Canada's top universities: The University of Western Ontario



"Working hard for something you don't care about is called stress. Working hard for something you believe in is called PASSION!" - Unkown

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ABOUT

I am an innovative creative with a proven ability to hit the ground running in new roles, producing exceptional results in short-time periods.

IN THE ARSENAL

- ADOBE: PHOTOSHOP | INDESIGN | LIGHTROOM | PREMIER PRO | ILLUSTRATOR
- CMS: WORDPRESS | DRUPAL
- PUBLIC SPEAKING | SPECIAL EVENT MANAGEMENT

EXPERIENCE

MARKETING & INNOVATION LEAD | MINDYOURMIND | (2016 - 2017)

mindyourmind.ca is an internationally renowned program that exists in the space where technology, mental health and youth engagement collide. In this dynamic role, I used technology to work with young people to co-create interactive tools and innovative resources to build capacity and resilience.

Strategies & Highlights:

- Increase engagement rates and operational efficiency by developing digital marketing strategies and innovative internal processes. By leveraging expertise in Google AdWords, increased Click Rate by 15%, increased CTR by 72.5% and improved the average position by 16.67%
- Collaborate with a team of designers, programmers and developers on major projects
- Establish new partnerships and funding opportunities, resulting in a diversification and reduced risk portfolio of funding
- Supervise and mentor multiple staff members and interns on content and social media strategies, allowing them to find their own unique voice, while still delivering high value content
- Strategize and facilitate design thinking labs using our proprietary model in order to co-create tools, aiding in developing solutions of complex issues
- Tapped to lead a struggling project, resulting in a complete overhaul and new strategic vision. Successfully progressed the project through the design, development and testing phase

BUSINESS DEVELOPMENT LEADER/BUSINESS LIAISON | YOUTH OPPORTUNITIES UNLIMITED | (2015 - 2016)

Led the business development, marketing and youth mentoring/engagement program for YOU's award winning (YOU Made It) Social Enterprise Program. As Business Liaison, my primary responsibility was the strategic implementation of solutions for youth facing employment barriers.

Strategies & Highlights:

- Over the course of 2 fiscal years, revenue increased by over 30% by creating strategic community partnerships, internal quality improvement, and staff and volunteer development
- Developed excellent relationships with all stakeholders by involvement in the business community and by being a proactive listener
- Mentored young entrepreneurs and helped them build necessary skills and insights in order to establish and sustain new business start-ups
- Managed over 15+ special events and was accountable for developing budgets and increased sales
- Developed internal processes in order to increase operational efficiency and cost savings in the development of the YOU Made It line of products
- Constructed strategies with businesses to create opportunities for youth engaged in programming in order to grow skills and ignite economic development

LET'S BE FRIENDS, SHALL WE?



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Portfolio: kathrynmcleod.site

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CREATIVE INITIATIVES CONSULTANT | SIMPLE LIVING CAMPS, INVIZZEN KNOWLEDGE BROKERS INC. | (2015 - 2016)

Spear-headed a marketing strategy and website design for a small, yet booming social entrepreneurial consulting firm that specializes in bridging knowledge to action gaps. Simple Living Camps (SLC) is located in Zillertal, Austria and they serve as part of InVizzen's social and environmental mission.

Strategies & Highlights:

- Collaborated with the President to create a comprehensive plan in order to achieve mission, vision and values for SLC
- Provided a social media and marketing strategy and created a customized Google Analytics reports
- Designed website, brand, logo, and digital and print other graphics

CO-FOUNDER | THE LIFESCAPE- ESCAPE & EDUCATE | (2012 - 2015)

Co-founded a web-based start-up in the travel industry. Responsible for branding, content generation and attaining sponsorship with travel related businesses in order to promote the mission of increasing awareness of global citizenship, international experience and cultural acceptance. This site and social media are currently serving as an archive.

Strategies & Highlights:

- Gained knowledge of communication tools, strategies and the understanding that is necessary to make meaningful connections with multicultural populations
- Collaborated and partnered with businesses and individuals from varying countries in order to offset the costs to fulfill mission objectives
- Promoted with travel related businesses, blogs and community initiatives to ensure outreach and engagement goals were met
- Developed negotiation tactics by examining and predicting partner's needs in order close new sponsorship deals
- Researched and submersed in cultures around the world in order to have a more genuine and unique experience enabling the ability to create meaningful content

EDUCATION

HONOURS BACHELOR OF ARTS, DOUBLE MAJOR IN SOCIOLOGY AND CRIMINOLOGY

UNIVERSITY OF WESTERN ONTARIO | 2008

POST- GRADUATE COURSEWORK IN INTERNATIONAL BUSINESS MANAGEMENT

FANSHAWE COLLEGE | 2009

WORK EXPERIENCE CONT. | COMMUNITY INVOLVEMENT | ETC.

- REFOREST LONDON | MARKETING & OUTREACH COMMITTEE (2014 - PRESENT)
- THAMES REGION ECOLOGICAL ASSOCIATION | BOARD OF DIRECTORS (2014 - 2017)
- YOUTH OPPORTUNITIES UNLIMITED | FUNDRAISING AND EVENT COMMITTEE (2015 - 2016)
- MILLION TREE CHALLENGE | EVENT PLANNING COMMITTEE (2014 - 2016)
- AGA KHAN FOUNDATION OF CANADA | REGIONAL CAMPAIGN AND EVENT ASSISTANT | WORLD PARTNERSHIP WALK (2016)
- THE LEADERSHIP CHALLENGE WORKSHOP | (2015)
- SOCIETY OF ST. VINCENT DE PAUL | COMMUNICATIONS AND VOLUNTEER COORDINATOR (2014 - 2015)

REFERENCES

- AVAILABLE UPON REQUEST