

# HILARY OSTROM

289-969-9560 | hilary.ostrom@gmail.com | linkedin.com/in/hilaryostrom | GTA, Ontario

## SUMMARY

---

A results-driven marketing and communications leader with over 10 years of proven success in the nonprofit and government sectors, spanning local, national, and international organizations.

## CORE COMPETENCIES

---

- Communications strategy
- Project management
- Content creation
- Marketing strategy development
- Team leadership and management
- Budget management
- Digital marketing tools
- Graphic design

## WORK EXPERIENCE

---

### MARKETING AND COMMUNICATIONS MANAGER

[New Zealand Food Network](#) / June 2023 - Present

- Developing and implementing the communications and marketing strategy
- Leading national fundraising campaign reaching fundraising target and surpassing previous fundraising totals
- Responsible for building and promoting NZFN's brand profile
- Member of senior leadership team and leader of communications team

### MARKETING SERVICES MANAGER (Short-term contract)

[Toronto and Region Conservation Authority](#) / February 2023 – June 2023

- Liaised and led communications planning with departments to identify priorities
- Devised content strategies to support communications priorities
- Assigned responsibilities to content creators to create strategic content
- Collaborate with internal and external clients (partners, sponsors, etc) to devise and implement communications programs

### MARKETING AND COMMUNICATIONS MANAGER

[Indigenous Sport & Wellness Ontario](#) / June 2022 – December 2022

- Authored and implemented communications strategies to engage internal and external audiences, increase awareness and strengthen the brand
- Managed the development of communications collateral such as program posters and postcards, brochures, schedules, event programs, pamphlets, take-aways, videos, etc.
- Expedited the creation, integration and publishing of on-brand, timely and relevant marketing pieces (tailored to specific target audiences) and initiatives, to support the various programs, events, and initiatives, across multiple brand platforms and communication channels

### COMMUNICATIONS MANAGER

[Community Food Centres Canada](#) / Oct 2018 – June 2022

- Cultivated brand consistency, overseeing the organization's promotions and messaging
- Developed and executed the organization's communications strategy and annual plan, which support the organization's strategic objectives
- Initiated creative direction; conceptualized and designed print + digital materials for the organization, including donor communications; marketing collateral; corporate communications materials; knowledge exchange resources and templates; program materials; digital + social media content and assets
- Managed production of materials, liaised with external vendors, ensured projects are delivered on time and on budget

# HILARYOSTROM

289-969-9560 | hilary.ostrom@gmail.com | linkedin.com/in/hilaryostrom | GTA, Ontario

## WORK EXPERIENCE

---

### MARKETING COORDINATOR

[Habitat for Humanity Canada](#) / Mar. 2017 – Oct. 2018

- Executed the development of radio, print, online and social media marketing collateral to promote Habitat for Humanity and Restore brands nationally
- Managed and maintained relationships with different stakeholders including vendors, affiliates, internal departments while building efficient processes
- Managed monthly analytics dashboard for all print, online and social media metrics
- Created and designed a number of campaign assets adaptable throughout national offices including; logos, posters, brochures, banners, videos and more

### DIGITAL COMMUNICATIONS OFFICER

[Save the Children Canada](#) / Feb. 2016 – Mar 2017

- Created and executed social media plan – which resulted in 65% organic growth
- Provided in house video editing and graphic design ensuring cost savings and consistency
- Developing multiple marketing campaigns using both web and social strategies
- Digital support and expertise to resource development team including ongoing analytical reporting, website updates, email marketing

### MARKETING MANAGER

[Hockey Helps the Homeless](#) / Aug. 2014 – Feb. 2016

- Led marketing strategies and collateral for local organizing committees across Canada which ensured a consistent brand experience
- Developed promotional materials, appeals and communication pieces
- Created web content to support ongoing Initiatives and drive online analytics
- Provided timely updates to the organization's national website and social media
- Negotiated discounted print rates with printers across the country
- Executed contracts and media plans with variety of media and media sponsors

### MARKETING COORDINATOR

[The Nourish and Develop Foundation](#) / Mar. 2013 – June 2014

### COMMUNICATIONS ASSISTANT

[Town of Georgina](#) / Jul. 2012 – Mar. 2013

### COMMUNICATIONS INTERN

[Niagara Economic Development Corporation](#) / Sept. 2011 – April 2012

## EDUCATION

---

### BACHELOR OF ARTS WITH HONOURS, BUSINESS COMMUNICATIONS

Brock University, 2008 - 2012

### DIGITAL MEDIA SKILLS CERTIFICATE, SCHOOL OF CONTINUING STUDIES

OCAD University, 2020 - 2022

## VOLUNTEER EXPERIENCE

---

CUPE 4736

### PRESIDENT OF THE UNION EXECUTIVE / Mar. 2016 – Mar. 2017

Represented the Union in all meetings with employer, including check-ins and grievances

Professional Administrators of Volunteer Resources Ontario

### DIRECTOR OF COMMUNICATIONS / Oct. 2012- Jan. 2015

Served as marketing support, sorted, wrote, edited and distributed member communications