



Jasmine Cabanaw

Marketing, Communications & SEO

10+ years in marketing strategy, with a focus on SEO content creation, brand development, and growth. Proven track record of driving viral content and increasing conversions through SEO/SEM campaigns. I love digging into trends and integrating campaigns in order to achieve the greatest impact. Storytelling is one of my passions and I use it to create a foundation for my SEM and SEO marketing practices.

SKILLS

Content Creation, SEO, SEM, Communications Strategy, Digital + Offline Marketing, Social Media, Consulting, Community Engagement, Press Relations, Event Production, Copywriting, Editing, Photoshop, Wordpress, Project Management, Marketing Automations, Publishing, Sales, Recruitment, Multimedia, Customer Relations Management, Brand Messaging, Journalism, Essay Writing

EDUCATION

History & International Development

TRENT UNIVERSITY

Full Scholarship, Double Honors, Norma Miller Essay Prize

Communications & International Development

UNIVERSITY OF WINDSOR

Full Scholarship, Honors

CAREER HIGHLIGHTS

Founder + CEO

GREEN BAMBOO PUBLISHING

10/2014 - present

We are an independent and niche publisher, focusing specifically on stories that feature animals and rescue organizations. The majority of proceeds from book sales are donated to the organizations, with the intent of raising awareness around animal welfare. We also focus on early childhood education and recently received a grant from the Canadian government to translate one of our books into eleven Inuit languages — a first in Canadian history.

- Secured funding for the company through a successful Kickstarter campaign that utilized an SEO/Strategic Partnership strategy.

- As Founder and CEO, my involvement includes all digital marketing efforts (SEO, SEM, Social Media, Email Marketing), building strategic partnerships, staff management, content creation, and event planning.
- The bulk of our promotion relies on organic traffic, achieved through PR campaigns, strategic partnerships, social media, and SEO content creation.

Digital Marketing & Communications Director

ALEGRE HOME CARE

12/2015 - present

Digital marketing maven for a California-based home care agency that provides caregiving services to seniors and people with disabilities.

- Marketing strategy plus SEO content creation for brand messaging, social media, newsletters and website.
- I tripled the volume of website traffic and built out social media campaigns that greatly expanded the agency's reach.
- Website traffic continues to increase year-over-year.
- I work closely with their Google AdWords specialist to create SEM campaigns.
- I am also involved with internal communications for the agency's employees, with the intention of strengthening bonds between staff members and increasing traffic to the website and social media pages.

Marketing & Communications Director

HARAMBE ENTREPRENEUR ALLIANCE

10/2018 - 05/2019

A non-profit, entrepreneur alliance focused on building Africa's future. My role was all-encompassing and included content creation, brand messaging, creative direction, website development, editing, social media management, SEO, email marketing, event production, and big picture strategy. I got to work with a variety of African startups with a focus on telling their founding stories.

- I was a key player in the website launch and created strategies that immediately drove traffic to the new website.
- Created and managed all aspects of SEO/SEM, including keyword research, ad campaigns, and long-term communications strategies.
- Doubled the number of admissions through SEO strategy and Facebook ad campaigns.
- Created the content and managed the launch of the first edition of the *Harambean Way Magazine*.
- Exceeded KPIs in all areas — including conversions — and developed multiple processes for admissions, social media, and communications. The alliance continues to contract me for ongoing consulting work.

Co-Founder & COO

COLIBRI DIGITAL MARKETING

05/2015 - 08/2018

Co-founded the first and only B Corp-certified digital marketing agency in San Francisco. The vision was to put people before profits and set an example of ethical thought leadership within the marketing industry. I was living the co-founder/startup life and was knee deep in all aspects of running a business: Recruitment, training, mentorship, client acquisition, creative leadership, content creation, chief strategist, business scaling, sales, advertising, brand messaging, speaking engagements, and more.

- The top specialization of our agency was SEO/SEM. We earned a reputation for getting clients onto the first page of search results.
- Achieved first page ranking for our agency's top five keywords and had a high conversion rate from search engine viewers.
- My top three responsibilities were project management, SEO content creation, and marketing strategies.
- We secured repeat business and tripled revenue within the first two years of operation.

Marketing & Communications Director

REDSTONE MEDIA GROUP

04/2013 - 07/2015

Magazine publisher in the Pet Health sector, with a focus on natural wellness. I became the features writer for five of the magazines, managed all social media accounts, created email marketing strategies, and wrote website content.

- Promoted within three months from Social Media Manager to Marketing & Communications Director.
- Coordinated monthly cover stories and tied the content to our SEO marketing initiatives.
- Quadrupled subscription revenue within my first year.
- Increased website traffic from an average of 20k viewers to 1 million+ monthly viewers.
- Took main Facebook page from 5,000 followers to 400,000 followers.
- Integrated multimedia into campaigns and generated viral video content with over 5 million+ views.

ADDITIONAL EXPERIENCE

Social Media and Content Strategist

BANDWIDTH MARKETING

11/2018 - present

I get to flex my social media muscles with this Chicago-based marketing agency for short-term contract work. I consult, create content, and manage social media for a variety of Bandwidth Marketing clients. We are a tight-knit, efficient team that primarily focuses on content strategy, brand messaging, visual design, and big picture campaigns.

Marketing Consultant & Teacher

DRAGONFLY DESIGNS

05/2019 - 01/2020

Weekly consulting for an Arts and Education company. Big picture strategies, business development, social advertising, and brand messaging. I was the main consultant for website content creation and SEO strategies.

I was also one of their course instructors for children's dance and yoga classes. My success with the students gained me an additional position as a staff mentor, through which I created training documents and trained company staff. I am still involved as a substitute teacher and for occasional consulting work.

Marketing Communications Consultant

UCOT

10/2018 - 01/2019

I have ongoing involvement with this social impact venture. UCOT addresses the unintended consequences of technology through events and an online platform. I am contracted for SEO, content creation, social media management and strategy, event assistance, speaker liaison, email marketing, and consultation. Our first UCOT event received recognition in *Forbes Magazine*.

Marketing & Communications Director

BRILLIANT WRITER

05/2015 - 03/2016

Social media manager, content writer, and digital strategist for author Albert Flynn DeSilver. I co-wrote the website content and secured strategic partnerships for content. I was also involved in online course creation, Infusionsoft email marketing, and business scaling. One of my achievements was increasing Facebook followers from 1000 to 8000 in just one day. Part of my contract included an executive production assistant role for the Brilliant Writer's Elizabeth Gilbert workshop event in Napa, California (sold out). Worked closely alongside Elizabeth Gilbert (author of *Eat, Pray, Love*) during the event, as well as managed staff and participants

Research Intern and Essayist

GREENUP

04/2013 - 06/2013

This internship put the skills I earned from my history degree into action. My primary role was assisting Sheryl Loucks — a local award-winning journalist — for the production of the book *Beneath the Canopy: Peterborough's Heritage Trees and Urban Forest*. My tasks included archival research, community interviews, creative strategy, content writing, editing, and design direction. I was also contracted to write an historical essay for inclusion in the book. Soon after its publication, the book and its participants received the FH Dobbin Award.

Co-Editor-In-Chief and Business Manager

ARTHUR NEWSPAPER

08/2012 - 04/2013

I started out as a journalist for Peterborough's independent newspaper and was promoted to Co-Editor-In-Chief after one of the editors resigned. The business manager resigned at the same time and I ended up taking over that position as well. In order to bring the newspaper out of a three year deficit, we overhauled our communications strategy and revised our digital marketing

campaigns. We targeted community outreach and increased the number of writers. Within just four months we succeeded in bringing the paper out of its deficit and also secured a substantial surplus.

Radio Host

TRENT RADIO

09/2002 - 04/2003, 09/2012 - 09/2014

Trent Radio is a Producer-Oriented broadcast facility that started as a TrentU student club in 1968. Sponsored and designed by students from Trent University, Trent Radio incorporated as a registered charity with a Community Broadcast license in 1978, and is a resource that is shared with the Peterborough community. I hosted three radio programs over the course of my involvement. Hosting involved content creation, show programming, developing radio PSAs, music curation, and working with co-hosts to create engaging material.

Features Writer and Copyeditor

GILDED SERPENT

08/2010 - 09/2011

This experience enabled me to combine my passion for writing with my love of dancing. The Gilded Serpent is an online resource in magazine format that seeks to become a freely available library of knowledge supported by and for its music and dance community. My role was to write articles ranging from historical research to up-to-the-minute news, reflecting a full spectrum of viewpoints. My primary focus was on the fusion belly dance genre and to function as a liaison for San Francisco Bay Area events.

Producer

AVAISHYA BELLY DANCE PRODUCTIONS

2009 - 2013

This venture was my foray into event production as a professional dancer. I coordinated a variety of live music and dance events throughout the San Francisco Bay Area. From 2011 to 2013 I ran a quarterly revue called Blue Note Rendezvous, that received recognition in the *Bay Area Guardian* as a top event. I worked with a team of three people and together we handled promotion, brand design, marketing, ticket sales, bookings, and event production logistics. We consistently achieved rave reviews and sold out shows.

Journalist

THE SCOOP

09/2001 - 04/2002

Alternative News & Views from Windsor's alternative, grassroots media source. Exploring how issues of social justice pertain to the city of Windsor and surrounding area. With 9/11 occurring right as I started my position, it was an interesting time to begin a journalism career. The atmosphere was much more tense than usual and we had to deal with the extra complications of increased censorship, barred access from political events, and a decrease in funding. The upside was trial by fire learning and a new understanding of weighing risk.

