

# Maria Carolina Curti

Kamloops, BC | 604-773-5684 | [curtimcarolina@gmail.com](mailto:curtimcarolina@gmail.com) | <https://www.carolinacurti.com>

## Professional Summary

Communications and Social Media professional with 10+ years of experience leading public-facing initiatives, community engagement, and digital content strategies across construction, real estate, nonprofit, and sports sectors. Proven ability to create high-performing social media content, including viral short-form video (165K+ views on TikTok), while building strong community relationships and delivering clear, engaging messaging. Combines a people-first approach with creativity, analytics, and hands-on content execution.

## Professional Experience

Marketing & Communications Coordinator | Interior Elite Contracting — Kamloops, BC - Apr 2025 – Jan 2026

- Led social media strategy and content creation, producing short-form video content that reached 165.5K+ views on TikTok and significantly increased brand visibility
- Supported community engagement initiatives including sponsorships, local events, and outreach activities throughout Kamloops
- Developed communication materials for websites, email campaigns, and social media platforms
- Collaborated with internal stakeholders to align messaging with business goals and community initiatives
- Coordinated communication plans for service launches and public-facing campaigns
- Managed website updates to improve usability, accessibility, and user experience
- Built reporting frameworks to track engagement, user behaviour, and campaign performance analytics

Marketing Manager & Shop Experience Lead | Engel & Völkers Vancouver — Vancouver, BC - Jun 2023 – Nov 2024

- Led marketing and communications initiatives supporting events, agent engagement, and community-facing activities
- Managed integrated marketing campaigns across digital and in-person channels to strengthen brand awareness
- Collaborated with leadership and cross-functional teams to ensure consistent and professional messaging
- Developed marketing materials for public-facing campaigns, presentations, and client communications
- Coordinated promotional events and engagement activities to support visibility and relationship building
- Supported internal communications across a multi-agent office environment

Marketing & Content Creator | ARC Ibérico Imports — Richmond, BC - Aug 2022 – Nov 2022

- Created digital content and communication materials for marketing campaigns and promotions
- Supported outreach efforts with vendors and partners to expand audience reach and engagement
- Assisted with campaign execution and event promotion initiatives

Graphic Designer & Social Media Specialist | Authentic Wine & Spirit Merchants - Nov 2019 – Aug 2022

- Managed social media platforms and content creation, increasing engagement by 40%
- Designed marketing assets for campaigns, events, and product launches
- Supported event coordination for tastings, trade shows, and promotional activations

### **Community Engagement & Volunteer Experience**

Communications & Program Support | Field Hockey Canada, Vancouver Women's Field Hockey League, Vancouver Hawks - Ongoing

- Lead communications and stakeholder engagement for national and regional sports programs
- Coordinate logistics and promotion for training camps, tournaments, and community initiatives
- Liaise with athletes, coaches, committees, and volunteers across Canada
- Develop communication materials for diverse audiences and platforms
- Foster inclusive, collaborative, and community-driven environments

### **Education & Certifications**

Bachelor's Degree in Graphic Design - Universidad de Palermo, Buenos Aires

Certified Community Field Hockey Coach - Field Hockey Canada

- Ongoing professional development in communications, digital marketing, and analytics

### **Technical Skills**

TikTok, Instagram, Facebook, LinkedIn, short-form video content creation, website content management, email communications, Google Analytics (GA4), Google Search Console, WordPress, Squarespace, Shopify, Mailchimp, Adobe Creative Suite, Canva, Notion, Trello, Eventbrite.