

EMMA MARTIN

Calgary, AB

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403.540.8235 | emma@goodtwinvirtual.com

Marketing Strategist with over 8+ years of proven experience. Delivers clear and compelling strategy-backed content using traditional and digital methods to exceed business objectives. Holds a BA in Information Design with key knowledge in technical writing. Strategic and innovative with a passion for social media and driving brand awareness.

EXPERIENCE

►► COMMUNICATIONS LEAD

Primary Care Networks | Calgary, AB

2022 – PRESENT

Social Media and Communications Lead for Primary Care Alberta. Assigned and coordinated social media content creation to an audience of over 150,000+ based on strategic planning.

- Led the social media team in developing a high-impact, strategic content plan that enhanced engagement and audience reach.
- Responsible for managing and monitoring internal physician and specialist website to ensure proper design and copy standards.

►► MARKETING STRATEGIST

Kids Up Front | Calgary, AB

2021 – *Contract Position*

Leading marketing strategist for non-profit organization who ensured positive client interactions to further drive success and meet targets. Responsible for website maintenance, content and strategy and various additional marketing requirements.

- Formatted intuitive and design-focused material that was marketed to a combined audience of 8,000+.
- Managed Instagram, Facebook and Twitter and aided in executing a successful social media strategy to increase brand awareness.

►► TECHNICAL WRITER | REPORTING ANALYST

TC Energy | Calgary, AB

2014 – 2019

Technical Writer and Reporting Analyst on the Coastal GasLink Pipeline Project. Responsible for translating highly technical engineering specifications into concise documentation for non-technical audiences while ensuring integrity and meaning.

- Created intuitive and well-designed presentations to relay information to internal and external project management team.
- Exhibited exceptional attention to detail when editing documents to ensure a high standard of accuracy in complex pipeline proposals.

CONSULTING

Freelance Marketer

Good Twin Virtual | Calgary, AB

2019 – Present

Created and implemented social media strategies, email marketing and web design for clients across several verticals resulting in higher engagement, brand awareness and increased social following.

Notable Clients | Hilton Hotels and Resorts, FunDeco, Home2Suites, Rebel Office

Marketing Board Chair

Open Arms Advocacy | Calgary, AB

2024 – Present

Provide guidance on marketing and social media strategies to enhance brand visibility and engagement. Advise team members to develop effective social media practices.

EDUCATION & CREDENTIALS

Bachelor of Arts | Communications Major, Information Design

Mount Royal University

2016 | Calgary, AB

Digital Media for Business | Certificate

Athabasca University

2019 | Calgary, AB

Social & Content Marketing | Certificate

ConED George Brown

2019 | Toronto, ON

International Association of Business Communicators (IABC) Member

2023 | Calgary, AB

SOFTWARE & SKILLS

▸ Culturally tuned-in

Fluent in trends, creators and online communities

▸ Social Listening & Analytics

Sprout Social, Hootsuite, Meta Business Suite

▸ Canva

Brand templates, social design, content planning

▸ Email Marketing Platforms

Mailchimp, Constant Contact

▸ Social Media Platforms

Meta, LinkedIn, Instagram, Tik Tok

▸ Microsoft Office Suite

Word, Excel, PowerPoint