

KATHLEEN OSLAND



FREELANCE BRAND AND MARKETING PROJECT MANAGER

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ACHIEVEMENTS

Certified Project Management Professional PMP® 2021
Project Management Institute

Certificate in Foundations of Project Management 2019
Toronto University

EDUCATION

Associate of Arts Science (AAS) in Fashion Marketing 2012
Parsons The New School For Design

Honours (BA) in Communication 2010
Carleton University B. of Arts

EXPERTISE & TOOLS

- Agile Methodologies
- Project Management
- Marketing Strategy
- Brand Strategy and Positioning
- Leadership
- Strong communication
- Data Analysis

Slack — WordPress — Shopify — Wix
Hubspot — Notion — Asana — Google
Analytics — Microsoft Office Suite

HI! I am a creative marketer and a certified project manager with over 11 years of experience in branding, marketing, content development, and project management. Based in Amsterdam, Netherlands, I thrive on tackling new challenges and finding innovative solutions.

With a diverse background in multiple industries, I adapt quickly and deliver project success by building meaningful relationships and understanding expectations. From concept to completion, I take satisfaction in seeing projects through and excel in well-managed, motivated teams where I empower individuals to shine.

Let's connect and discuss how I can contribute to your team's success!

WORK EXPERIENCE

Freelance Project Manager + Brand Strategist PRESENT
Kathleen Osland, Amsterdam 2023

- Drive end-to-end project management for clients applying agile principles to ensure flexibility and adaptability in a rapidly changing landscape
- Provide strategic guidance to clients on brand positioning, market opportunities, and innovative marketing tactics
- Coordinate cross-functional teams and external vendors to ensure seamless execution of projects, from concept development to final deliverables.
- Creating tailored plans to what your brand needs to achieve ultimate success
- Foster strong client relationships, demonstrating exceptional communication and interpersonal skills to build trust and exceed expectations.

Senior Brand & Marketing Project Manager PRESENT
GradCity, Boston 2021

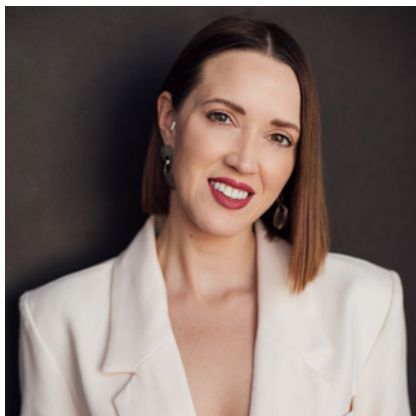
- Manage a portfolio of 6 travel brands, leading projects from kick-off to completion. Drive brand growth through cross-functional collaboration and support for global expansion opportunities.
- Develop and execute annual brand marketing strategies aligned with corporate objectives. Foster relationships with key stakeholders, gaining alignment and support for key brand initiatives.
- Experience in ideating and executing travel program initiatives, on-site activations, and brand sponsorships.

Chief Executive Officer 2019
Bridge Fashion Marketing & Brand Development, Toronto 2015

- Developing brand strategy and positioning for emerging brands.
- Research and audience segmentation for brands.
- Focus on bringing clients' brand vision to life.
- Ongoing consultancy and brand management.
- Content and channel strategy for social and online marketing.
- Leading creative and growth teams to further execute strategic plans.
- Creative services Incl. design, photography, styling, web development, public relations and copywriting.



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TESTIMONIALS

"Kathleen is a collaborative leader, in that she has a vision and is equipped with the project management tools and leadership to see its completion, from end to end. She searches for opportunities to bring in diverse opinions and ideas and ensures all participants feel valued and empowered to bring their ideas to the table."

"She demonstrated a distinctively high level of independence, excellent leadership abilities as well as outstanding branding skills. Her personality makes her an excellent team player and a very pleasant and fun person to work with :)"

SOCIALS

IG: [@kathleenosland](https://www.instagram.com/kathleenosland)
W: kathleenosland.com
LI: [kathleenosland](https://www.linkedin.com/company/kathleenosland)
TT: [@kathleen.osland](https://www.tumblr.com/kathleen.osland)

WORK EXPERIENCE (CONTINUED)

Marketing & Communications Manager Freedman Harness, Toronto

2018

2017

- Managed all marketing planning, execution, and strategy ensuring consistency with brand voice.
- Managed and developed all marketing strategies including website (Shopify), social media, email marketing, search marketing, PR/communications, digital and print advertising, sponsorships, donations, press releases, etc. across North America.
- Responsible for all content marketing initiatives to drive traffic, engagement, and leads, that deliver sales and customer retention, such as contests, landing pages, customer demos and promotions.
- Managed SEO, SEM and, online web sales and inventory.
- Developed marketing plans, recommendations, and KPIs.

Marketing & Communications Manager Korhani Home, Toronto

2017

- Developed and implement an effective marketing strategy to increase online sales.
- Built and managed a rich content/editorial calendar that attracts our target audience.
- Worked with creative team to style and direct internal photo shoots for key campaign assets.
- Developed and implemented marketing strategies for all paid e-commerce initiatives incl. Amazon & Wayfair..
- Managed website (WordPress) analytics including SEO and SEM.
- Developed marketing strategies, trade booths, collateral for trade shows (Spoga Gafa, Home Hardware).

GS1 Canada

2017

Marketing and Communications Specialist

2016

- Contributed and executed marketing and communications strategies and plans tied to organizational strategic priorities.
- Created communications that met professional standards of consistency, accuracy and effectiveness, while maintaining internal style guides and ensuring consistency.
- Contributed to key messaging development and written content.
- Liaised and worked with other internal departments and executives to identify and produce their communications priorities and corporate project deliverables.

Social Media Specialist Romona Keveza, New York

2014

- Developing brand strategy and positioning for emerging brands.
- Research and audience segmentation for brands.
- Focus on bringing clients' brand vision to life.
- Ongoing consultancy and brand management.
- Content and channel strategy for social and online marketing.
- Leading creative and growth teams to further execute strategic plans.
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