



Caryl E. Dolinko M.A.

Contact

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www.caryldolinko.com

Education

Royal Roads University

M.A. Intercultural Communications
& Global Leadership

Simon Fraser University

B.A. Anthropology and Sociology

Langara College

DIPL Peace and Conflict Studies
Arts and Sciences

Corporate Communication College

Digital Production and Web Design

Professional Highlights

20 yrs. President and Founder
Smart Cookie Consulting

25 yrs. organizing local & international
not-for-profits & social innovators

30 yrs. Sales and Marketing, Branding,
Advertising, Digital and Social, Media
Relations, Fundraising, Sponsorship,
Events and Strategic Partnerships

100's clients, **1,000's** campaigns,
10,000's hours

81 countries & **6** continents traveled,
1 best-selling book & **1** self-published,
400 interviews, **18** photo exhibits,
10 yrs. teaching workshops, **1** life lived

VERSATILE LEADER COMMUNICATIONS, MARKETING, PR & MEDIA

Dynamic, innovative, and ambitious executive, advocate, and entrepreneur, with 20+ years of deep industry expertise in strategic communications, marketing, PR and media. Demonstrated drive, dedication, and cultural acuity with distinctions including travelling to 81 countries, authoring a Canadian bestseller, participating in 400+ media interviews, and various executive positions in marketing, media, public relations, partnerships, and communications development.

Widely recognized as a persuasive communicator, strategic thinker, and global leader with drive, dedication, and cultural acuity. Empowers, motivates, and inspires cross-functional teams and stakeholders, acting as a key unifying force enabling sustainable high performance. A results-driven leader that flourishes in the production of various communication materials, with brand identity integrated and shared across multiple mediums and channels and uses data to inform decision-making and maximize opportunities.

- Strategic Communications
- Partnership & Sponsorship
- Public & Media Relations
- Omni-Channel Marketing
- Social & Digital Platforms
- Market Visibility & Growth
- Brand & Assets
- Online & Print Advertising
- Web & Print Content

PROFESSIONAL CONSULTING EXPERIENCE

Founder & President | Smart Cookie Consulting

2001 - PRESENT

A boutique communications firm, founded by Caryl E. Dolinko, M.A. Contracted by emerging companies and non-profit organizations, we built a reputation through our high-performing, tailored campaigns. Based on corporate goals, we identify new opportunities, increase brand visibility, and accelerate success. Smart Cookie blends extensive expertise, best practices, and innovative marketing strategies to create intelligent and impactful campaigns that drive awareness, consideration, and conversion. Committed to the highest ethical and professional standards, we drive solutions towards success.

Notable Consulting Accomplishments:

- ✓ **Smart Cookie Consulting** - Built a private company, sustaining high-volume operations for 20+ years. Acquired clients through an acquired reputation for successful high-impact and innovative communications and marketing campaigns.
- ✓ **Vancouver Pride Parade & Festival** - Implemented a landmark communications strategy that drove attendance up from 100K to 750K, increased funds from a net negative to \$1M annually and gained international recognition, and designation as an official City event.
- ✓ **Haystax Mortgage** - Spearheaded the launch of this start-up into a successful national brand. Developed corporate identity and partnership strategy, driving a successful half a million-dollar funding acquisition on Dragon's Den.
- ✓ **Vancouver Holocaust Education Centre** - Developed media, marketing, publicity and engagement resulting in substantial international exposure including front-page coverage in The Globe and Mail, in addition to a social media audience boost from 230 to 15K followers in a one-week time frame.
- ✓ **BCIT Business School & Vancouver School Board** - Leveraged extensive public-speaking expertise to deliver executive-level workshops and classroom instruction, instilling confidence, and knowledge through dynamic, informative, and engaging instruction.
- ✓ **InterPride Inc.** - Recognized for visionary leadership and elected as Co-President, Director of Communications & Sponsorship after hosting annual world congress. Initiated relationships with influential global partners, and oversaw teams across time zones, cultures, and languages to create impact with international events.
- ✓ **Vancouver Canadian Mental Health Association** - Developed a communications and sponsorship blueprint for the Ride Don't Hide bike event, increasing contributions by 400% and community participation by 210% in one year.
- ✓ **Globetrotter's Guide** - Authored a Canadian best-selling book, spearheading all marketing and PR, and organized a North American book tour with newspaper interviews and radio and TV appearances across an 8-week time frame, selling thousands of books.



Caryl E. Dolinko M.A.

Computer Competency

Proficient in PC and MAC

Office 365, Word, PowerPoint, Excel, Outlook, Dropbox, Adobe Creative, Google Suite, SaaS

Mobile Apps and Social Media

Facebook, Twitter, Instagram, Slidely, LinkedIn, YouTube, TikTok, Canva

CMS content management systems

Analytics, AdWords, WordPress, Drupal, Moodle, Mail Chimp, Constant Contact, HubSpot, Buffer, Hootsuite

CRMs customer relationship management

Salesforce, Maximizer, Act!, Asana, Raiser's Edge, Access, Basecamp, Slack, NetSuite

Social Channels

Facebook

facebook.com/CarylDolinko

Instagram

instagram.com/cdolinko

LinkedIn

linkedin.com/in/caryl-dolinko

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AREAS OF PROVEN PERFORMANCE

- **Communication & Marketing Strategy:** Conducts a holistic audit into operations, marketing, communications, business and fund development strategies, and partnerships to identify needs. Steers omni-channel strategies by leveraging market research, demonstrating diplomacy in balancing requests to meet long-term corporate objectives.
- **Campaign Management:** Leads the seamless execution of forward-thinking campaigns, directing cross-functional internal teams, vendors, and partners, to manage timelines, messaging, and ensure overall quality of deliverables. Showcases dynamic strategic leadership, refining tactics where required to achieve performance benchmarks.
- **Content Creation:** Drives content development in-line with targeted markets, client voice, and desired outcomes, directing the development of engaging written and visual content to effectively present client messaging.
- **Marketing Analytics:** Creates and monitor key performance indicators to effectively evaluate information on targeted demographics, locations, and social media habits for pragmatic resource allocation and maximum impact.
- **Media Relations:** Fosters relationships with media partners, distributing relevant press releases and media kits driving enhanced coverage. Conducts media coaching, highlighting key talking points to optimize message delivery.
- **Marketing Analytics:** Creates and monitor key performance indicators to effectively evaluate information on targeted demographics, locations, and social media habits for pragmatic resource allocation and maximum impact.
- **Premium Event Management:** Heads the end-to-end execution of marketing, PR, and fundraising events. Delivers high-impact creative direction, unifying internal teams, agencies, and management to promote smooth execution.
- **Marketing Management:** Operate on both a strategic and tactical level, covering all aspects of communications and marketing including research, management, optimization, creative testing, and analytics to ensure exponential growth and success.

COMMUNITY INVOLVEMENT

Co-President & Director Communications, Fund & Sponsorship | **InterPride, Inc.**
 President & Founder, Director of Communications | **InterPride Conference Society**
 President & Founder, Director of Communications | **Friends Help Friends**
 Vice-Chair of the Advisory Committee on Diversity Issues | **City of Vancouver**
 Advisory Panel – Publishing & Communications Program | **Langara College**
 Speaker – School Awareness Program | **UNICEF**
 Director of Communications | **Mabel League Society**

NOTABLE CONSULTING CLIENTS

Vancouver Holocaust Educations Centre	2019
4/20Vancouver Event	2018-2019
Haystax Financial	2018
NICHE Canada (Nat. Institute Cannabis Health & Educations)	2017-2018
Georgia Straight – Pride	2018-2019
Creekside Economic Development Association	2016-2017
Westender - Pride Guide	2015-2017
Canadian Mental Health Association	2014
BCIT Business School	2013-2018
Tourism Vancouver	2012-2015
Vancouver Pride Society	2005-2013