



## Caryl E. Dolinko M.A.

### Contact

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[www.caryldolinko.com](http://www.caryldolinko.com)

### Education

**Royal Roads University**  
M.A. Intercultural Communications  
& Global Leadership

**Simon Fraser University**  
B.A. Anthropology and Sociology

**Langara College**  
DIPLOMA 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 – COMMUNICATION, MARKETING, PARTNERSHIPS & FUND DEVELOPMENT

Dynamic, innovative, and ambitious executive, advocate, and entrepreneur, with 30+ years of deep industry expertise in strategic communications, marketing, PR and development. 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 sales, marketing, media, sponsorship, partnership, and fund development.

Committed to personal growth, refining skillset to drive positive operational transformation, demonstrating adaptability through pioneering new strategies and re-orienting thinking to overcome perceived marketing and outreach challenges. Empowers, motivates, and inspires cross-functional teams and stakeholders on all organizational levels, acting as a key unifying force enabling sustainable high performance.

- Strategic Communications
- Omni-Channel Marketing
- Cross-Functional Leadership
- Partnership & Sponsorship
- PR & Media Engagement
- Business & Fund Development
- Business Acceleration
- Sales & Revenue Generation
- Stakeholder Engagement

### PROFESSIONAL EXPERIENCE

#### Founder & President | Smart Cookie Consulting

2001 – PRESENT

Established this renowned consulting agency to provide high-impact and strategic marketing, communications, and fundraising strategies, tailored to enhance client reputation, visibility, and profitability. Smart Cookie distills complex ideas into simple messages and converts messaging into marketing, prospects into partners, and conversations into contracts. Transforms corporate operations, processes, and systems within organizations to 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 communications and business acceleration 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 marketing strategy to accelerate visibility, driving successful 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 national news outlets including 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, Canva, Slidely, SaaS,

#### Mobile Apps and Social Media

Facebook, Twitter, Instagram, LinkedIn, YouTube, TikTok, Snapchat

#### 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](https://facebook.com/CarylDolinko)

#### Instagram

[instagram.com/cdolinko](https://instagram.com/cdolinko)

#### LinkedIn

[linkedin.com/in/caryl-dolinko](https://linkedin.com/in/caryl-dolinko)

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[www.smartcookie.ca](http://www.smartcookie.ca)

## 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.
- **Entrepreneurial Spirit:** Leverages refined business acumen acquired through a decorated entrepreneurial career to educate industry leaders. Propels businesses forward through amalgamating leadership and entrepreneurial spirit to define structure, processes, and culture as a key decision-maker to promote high performance and sustainability.
- **Transformational Leadership:** Demonstrates visionary and motivational leadership to drive sustainability in strategic execution. Liaises with client management to recommend improvements for operational and cultural gaps, including streamlining communication channels and unifying cross-functional teams.
- **Client Relationship Management:** Cultivates genuine partnerships with clients and fills a key leadership function within the business, promoting streamlined communication and transparency into ROI for all managed initiatives.
- **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.
- **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.
- **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.
- **Partnership Acquisition & Relationship Management:** Prospects potential partner relationships with similar philanthropic missions. Spearheads the delivery of compelling value propositions through effective negotiation, partnering with a broad network of stakeholders to drive seamless execution of high-impact initiatives.

## COMMUNITY INVOLVEMENT

Co-President & Director Communications, Fund & Sponsorship | InterPride, Inc.  
 President & Founder, Director of Communications | InterPride Conference Society  
 President & Founder, Director of Communications & Development | 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

RVO/Hub, Mexico | Glacier Media Inc. | Tourism Vancouver | Vancouver Canadian Mental Health Association | Vancouver Pride Society | A Loving Spoonful | SalesXperts | SUN Microsystems | LOUD Business Association... more at [www.smartcookie.ca](http://www.smartcookie.ca)