

Caryl E. Dolinko M.A.

Versatile Executive Leader

Contact

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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

23 years President and Founder
Smart Cookie Consulting

25 years organizing local &
international charitable organizations
& companies

30 years Communications, Marketing,
Fundraising & Philanthropy, Sales,
Sponsorship, Stakeholder Relations,
Strategic Partnerships, Community
Engagement, Business Development,
Revenue Generation, Event
Organization, Public Speaking

Social Channels

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

Facebook [facebook.com/CarylDolinko](https://www.facebook.com/CarylDolinko)

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

Caryl E. Dolinko embodies a trailblazing spirit, marked by a storied career rich in innovation and influence. She has navigated the realms of communications, marketing, fundraising and community development, leaving an indelible mark as the president and founder of Smart Cookie Consulting. With a master's degree in intercultural communications and global leadership, her expertise shines and her leadership prowess are unparalleled, evident in her roles as a visionary architect of community engagement models and architect of robust communications strategies on both local and global scales.

Caryl possesses outstanding leadership and mentoring skills, coupled with exceptional public speaking and communication abilities. She identifies and develops strategic and operational priorities that support organizational plans, while closely monitoring program performance, effectiveness, impact, and efficiency to track progress towards desired outcomes while nurturing relationships with employees and partners alike.

Caryl strengthens and develops partnerships and alliances across government, as well as public and private sectors to implement innovative solutions. Her persuasive communication skills enable her to effectively connect with stakeholders while highlighting goals and outcomes. Caryl has an exceptional ability to lead and mentor and is an exceptional public speaker and communicator. She has a proven track record of developing and executing integrated communications plans from end-to-end and distills complex ideas into clear and concise messaging to achieve strategic goals.

Consulting Experience

Smart Cookie Consulting | Founder & President

2001 – PRESENT

Caryl successfully established and operated a thriving boutique communications company. Contracted by public and private companies as well as non-profit organizations, the company built a reputation through high-performing tailored campaigns specializing in cultivating opportunities, increasing brand impact and visibility, and accelerating engagement. Smart Cookie blends extensive expertise with innovative, intelligent, and impactful campaigns and programs, and a proven track record of creating and nurturing relationships with partners including nonprofit, corporate, and government agencies.

Notable Accomplishments

Kids Up Front Vancouver | Executive Director - I spearheaded transformative initiatives and to ensure equitable access to experiences for underprivileged children and youth. I expanded the organization's reach through communications, forging impactful partnerships with hundreds of community agencies, cultural venues, and corporate sponsors. I've overseen the enhancement of operational efficiency, optimizing, and increasing resources to maximize the organization's impact.

Everything Podcasts | VP Business Development - Created and implemented the communication and marketing processes, systems, and programs for the development of this start-up into a successful podcast brand, leading to a partial acquisition by Pattison Media Group. Created the most impactful partnerships and the template for training based on communications strategies company wide.

Vancouver Holocaust Education Centre | Director PR & Marketing - Developed print & digital media, marketing, publicity, and engagement resulting in 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, and a permanent exhibition in the most prominent holocaust museum in Israel.

Haystax Financial | VP Marketing & Communications - Spearheaded the launch of this start-up into a national brand. Developed corporate identity, program initiatives collaborating with partners, a marketing plan with media engagement and stakeholder strategy which led to funding on Dragon's Den.

Vancouver Canadian Mental Health Association | VP Fund Development - Developed a fund raising and sponsorship blueprint for the Ride Don't Hide bike event, increasing contributions by 400% and community participation by 210% in one year with media and publicity across the province.

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.

Vancouver Pride Parade | Director Communications & Fund Development - Implemented a landmark communications and fund-raising strategy that drove attendance up from 100K to 750K, developed partnerships with media, increased funds to \$1M annually and gained international recognition, and designation as an official City event and a globally recognized organization.

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, LinkedIn, YouTube, TikTok, Canva, Meta, Slidely

CMS (content management systems)

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

CRM (client relationship management)

Dynamics, Salesforce, Maximizer, Act!, Asana, Raiser's Edge, Access, Basecamp, Slack, NetSuite, Monday.com, Teams

Professional Expertise

Strategic Communications, Leadership, Growth Strategy, Sales and Marketing, Brand Integration, Stakeholder Relations, Business Development, Media Strategy, Partner Engagement, Fund Raising & Philanthropy, Crisis Communications, Public Speaking, Campaign Execution, Alliance Building

Life Accomplishments

93 countries & 6 continents traveled,
4 published books, 1 best-seller,
400 interviews, 18 photo exhibits,
1 life well-lived

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Proven Performance

Strategic Leadership & Visionary Innovation

Demonstrates exceptional leadership and strategic foresight, evident in the ability to establish and scale high-impact initiatives. Recognized for delivering tailored, high-performing campaigns that enhance brand visibility, accelerate engagement, and foster meaningful partnerships.

Organizational Growth & Development

With a master's degree in intercultural communications and global leadership, successfully developed and executed integrated communications and operational plans that align with organizational goals.

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.

Partnership Building & Stakeholder Engagement

Caryl excels at cultivating and strengthening alliances across public, private, and government sectors. Her persuasive communication skills have driven impactful partnerships with hundreds of community agencies, cultural venues, and corporate sponsors, enabling organizations to expand their reach while optimizing resources for maximum impact.

Revenue Growth and Fundraising: Develops and implements comprehensive strategies for individual, corporate, and foundation giving. Conducts in-depth analysis of donor landscapes, leveraging data to maximize revenue streams such as increasing contributions for the Vancouver Canadian Mental Health Association's "Ride Don't Hide" event by 400% in a single year and driving annual Vancouver Pride Parade revenues to \$1 million through innovative partnerships.

Donor Relations: Expertly manages relationships with individuals, corporate partners, and foundations, creating personalized engagement plans that inspire long-term giving and major gift contributions. Ensures donor stewardship, transparency, and proactive communication throughout the giving cycle, ensuring trust and strong relationships.

Media Relations: Fosters relationships with media partners, elevating organizational visibility and influence through relevant press releases and media kits driving enhanced coverage. Conducts media coaching, highlighting key talking points to optimize message delivery.

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.

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.

Charitable 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

Kids Up Front	2023-2024
Everything Podcasts (Pattison Media Group)	2021-2023
Vancouver Holocaust Education Centre	2019
4/20 Vancouver Event	2018-2019
Haystax Financial	2018
NICHE Canada (Nat. Institute Cannabis Health & Educations)	2017-2018
Georgia Straight – Special Publications	2017-2019
Creekside Economic Development Association	2016-2017
Canadian Mental Health Association	2014-2015
BCIT Business School	2013-2018
A Loving Spoonful	2012-2013
Tourism Vancouver	2011-2015
Vancouver Pride Society	2005-2013