

NATALIE GONSALVES

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SUMMARY

Creative and analytical **marketing and communications officer** with extensive experience in building community engagement through thoughtful strategy, captivating campaigns, and meticulous project management.

- **Brand manager:** stewarded organizational brand for internal understanding and compliance to support external brand elevation and recognition.
- **Creative storyteller:** developed and executed polished and impactful content and communications materials to drive engagement, digital reach, and brand recognition for a non-profit environment, while upholding professionalism and tact when dealing with sensitive stories.
- **Strategic project manager:** developed and implemented comprehensive digital marketing and communications plans encompassing diverse media and marketing channels, while keeping timelines, details, and team members on track.
- **Data and metrics analyst:** analyzed and reported on data holistically to identify and capitalize on successes and target areas of growth and emerging trends, all while remaining on budget and on time.

Strengths to Leverage:

Digital Marketing | Social Media | Event Planning | Graphic Design & Adobe Creative Suite
Copy Writing | Data Reporting & Analytics | Project Management | Google Analytics & Google AdWords
Brand Compliance | Email Marketing | WordPress | AODA

EXPERIENCE

PRiME, University of Toronto, Toronto, ON

PRiME is the University of Toronto's (U of T's) next-generation precision medicine institutional strategic initiative, addressing unmet needs in drug discovery, delivery, diagnostics, and disease biology.

Marketing & Events Officer

January 2026 – Present

Drives the development and execution of PRiME's marketing, communications, and event strategies, producing high-quality, impactful content, maintaining PRiME's digital presence, coordinating monthly events, organizing the annual symposium, and promoting PRiME's programs.

- **Successfully executed the PRiME 7th Annual Symposium** within a four-week timeline, resulting in high engagement from industry and the academic community, with 175+ attendees, 53,000+ social impressions, and an 18.21% engagement rate on LinkedIn.
- **Cultivating significant audience growth** on LinkedIn, adding 252 followers in just two months and accounting for 35% of total annual growth (717 followers).
- **Develops and implements** marketing and communications strategies while coordinating and executing events including symposiums, workshops, networking events, and seminars.

YWCA Hamilton, Hamilton, ON

Local non-profit serving women, families, and gender-diverse people in the Hamilton area in the sectors of housing, employment, child & youth services, and intersectional feminist advocacy.

Marketing Officer

February 2023 – September 2025

Provided leadership to members of YWCA Hamilton's communications' team to define, strengthen, and build marketing portfolios across the organization to successfully communicate programs, services, campaigns and initiatives.

- **Worked with YWCA Hamilton leadership** to set clear objectives and goals, research and define audiences, develop marketing strategies and plans, implement plans, and evaluate/track success.

- **Led a team of communications staff** to implement organizational marketing strategies including but not limited to: creative concepts and design, SEO, print, web, social media, Google AdWords, print and digital media/marketing, etc.
- **Advised and supported communications team** to develop marketing materials for programs, services and development efforts, providing a critical eye for editing and communications which are punchy, brief and persuasive.

Digital Content Coordinator

June 2020 – February 2023

Managed content calendar for multiple social media channels of 16,000+ followers and initiated diverse content creation to engage community participation.

- **Drove content creation for social media channels** to push fundraising campaigns, highlight advocacy work, promote roster of programs, and increase community engagement.
- **Developed comprehensive, dynamic social media strategies** for advocacy thought leadership, fundraising campaigns, and community programs.
- **Instituted extensive data analytics reporting processes** to tell engaging stories across platforms for brand recognition. to track campaign and content performance and inform future strategies.

Golder Associates (now WSP), Toronto, ON

Global environmental consulting and engineering firm serving transportation, manufacturing, power, oil & gas, mining, and government sectors.

Marketing Coordinator

May 2018 – April 2020

Promoted from Marketing Assistant to serve on social media team. Managed content calendar for multiple global social media channels of 200,000+ followers and carried out integrated marketing campaigns targeting various audiences.

- **Drove content creation for social media channels** to highlight company's technical excellence, talent brand, and corporate brand through engaging storytelling, increasing frequency of posting from twice weekly to daily.
- **Launched Instagram channel** along with team by executing strong campaigns that promoted human face of company and company culture to drive recruitment.
- **Wrote copy and facilitated art direction** to tell engaging stories across platforms for brand recognition.

EDUCATION

Honours Bachelor of Arts, English and History Major, University of Toronto, Toronto, ON

Ontario Graduate Certificate, Marketing Management, Humber College, Toronto, ON

VOLUNTEERING

Association of Fundraising Professionals, Golden Horseshoe Chapter, Board of Directors 2025-

Association of Fundraising Professionals, Golden Horseshoe Chapter, National Philanthropy Day Planning Committee 2025

SACHA, Take Back the Night Planning Committee, 2022-2024