

LINDSAY ENDERSBY

MARKETING COORDINATOR

226-792-2581 | lindsayendersby@gmail.com | Etobicoke, ON. | LinkedIn.com/lindsay-endersby

PROFESSIONAL OVERVIEW

Organized marketing professional with over 4 years of experience managing multi-channel campaigns and supporting cross-functional teams. Skilled in coordinating projects from planning through execution and ensuring deadlines are met. Proven ability to work successfully within a budget to maximize ROI while analyzing campaign performance to drive results.

SKILLS

MailChimp	Microsoft Office	Project Coordination	Creative Storyteller
Google Ads	Adobe InDesign	ROI-Focused Budgeting	Strong Team Player
Meta Ads Manager	Adobe Photoshop	Attention to Detail	Adaptable

WORK EXPERIENCE

Pontis Realty Inc., Brokerage | Mississauga, ON.

April 2023 - Present

Marketing Coordinator

- Designed and executed a three-phase agent recruitment campaign (awareness, conversion, and in-person engagement) resulting in 60+ RSVPs to an in-person seminar and 10 active onboarding agents on a lean \$350 ad budget.
- Create and manage a shared Canva asset library to ensure brand consistency and provide agents with customizable, high-quality templates.
- Plan and schedule content across Facebook, Instagram, LinkedIn, TikTok, and CRM-distributed agent channels to support brokerage-wide visibility.
- Support agents with website design and content updates through the Back at You CRM system.
- Deliver 1-on-1 consultations to 80+ agents, helping refine brand voice and marketing strategy.
- Create print and digital content using Canva, InDesign, and Photoshop to support both company and agent branding, while coordinating with external vendors for printing and production.
- Create and schedule Mailchimp email campaigns, improving open rates by 20% and click-through rates by 15%.

RE/MAX Real Estate Centre | Cambridge, ON.

May 2019 - April 2023

Freelance Social Media Assistant

June 2021 – April 2023

- Designed and launched agent websites on Wix with mobile responsiveness and SEO optimization.
- Integrated lead capture forms to boost client inquiries and conversions.
- Created branded templates and marketing materials for consistent online presence.
- Managed Google and social media ads to drive traffic and maximize ROI.
- Analyzed engagement metrics to refine strategies and enhance campaign results.

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WORK EXPERIENCE

Front Desk Administrator

May 2019 – April 2023

- Managed front desk operations, ensuring clear communication between agents, staff, and clients.
- Provided administrative support and customer service, handling inquiries efficiently.
- Maintained accurate data entry for listings and transactions, coordinating legal documents as needed.
- Scheduled agents and staff for optimal efficiency and updated listings on the real estate board website.

Brewers Car Parts | Cambridge, ON.

June 2017 - May 2019

Marketing Coordinator

- Oversaw day-to-day marketing tasks, including social media content, email campaigns, and promotional asset design.
- Executed digital strategies that boosted online engagement by 40% and improved brand visibility.
- Supported administrative functions such as customer service, order processing, and inventory coordination.
- Launched targeted advertising campaigns that increased website traffic and strengthened brand recognition.
- Collaborated with sales teams to align marketing efforts with promotions and customer outreach initiatives.

EDUCATION

Conestoga College

September 2015 - April 2017

Advertising & Marketing Communications

- Developed integrated marketing plans and campaign strategies.
- Gained hands-on experience in graphic design and branding.
- Practiced professional copywriting for digital and print media.
- Collaborated on team projects simulating real-world marketing environments.

George Brown College

January 2021 - March 2021

UX Design Fundamentals

- Designed website wireframes with a focus on user experience.
- Developed layouts optimized for both mobile and desktop platforms.
- Applied web accessibility standards to ensure inclusive design.
- Learned web design fundamentals to create effective, user-friendly sites.

REFERENCES AVAILABLE UPON REQUEST