Marcus Holmlund

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Marketer with three years of experience across social, content, web, email, and events. I manage social for clients, build websites for small businesses, and build my own AI agents to help me do it. Completing a Bachelor of Business Administration in December 2026 and ready to start in Winnipeg or remote.

WORK EXPERIENCE

Old St. Vital Business Improvement Zone (BIZ) Winnipeg, MB
Street Ambassador (Marketing and Communications) | June 2025 to September 2026

- Developed the organization's brand guidelines (voice, tone, and visual identity) and applied them across web, print, and social. Out talking with the 160+ member businesses, sponsors, and residents most days, and connected them with the Executive Director.
- Planned, wrote, designed, and scheduled Facebook and Instagram content in Canva, generating 230K+ views and 210+ new followers from April to September 2026.
- Tracked post and page performance in Meta Business Suite and adjusted format, timing, and messaging based on the results. Facebook views rose 1,300% over the previous period, with 93% coming from people who did not yet follow the page.
- Managed all web content for oldstvitalbiz.com in the organization's CMS: redesigned and relaunched the site, rebuilt the 181-listing member directory, and kept every page, listing, and event posting current.
- Promoted and coordinated a 4-event summer series, managing deliverables, timelines, and on-site logistics for 15+ sponsors and publicizing each event to members and residents.

Freelance Web Designer Winnipeg, MB (Remote)
Self-employed | September 2026 to Present

- Design and build websites for small businesses end to end, from requirements and copy to launch: mobile-first layouts, one-tap online booking, gift cards, memberships, and on-page SEO. Work at marcusholmlund.com.

University of Winnipeg Recreation Services Winnipeg, MB
Digital Media & Marketing Assistant | February 2026 to April 2026

- Shot and edited photography and short-form video for the department's digital channels, and ran asset approval and content scheduling workflows to keep messaging consistent across every channel.

The Local Motion Pinawa, MB (Remote)
Social Media Manager | September 2024 to January 2026

- Planned and executed social media campaigns, adjusted content strategy based on channel performance, and handled public inquiries and comments, working independently and remotely.

Pinawa Community Development Corporation Pinawa, MB
Tourism Services Liaison / Social Media Marketing Coordinator | March 2024 to August 2024

- Led a website redevelopment and drove visitors to it through social posts, growing web traffic 400%, and compiled engagement reports to refine ongoing marketing.

Reyou Mindfulness Winnipeg & Pinawa, MB
Program & Marketing Coordinator | May 2023 to February 2024

- Built, tested, and sent Mailchimp email campaigns and newsletters, coordinated program logistics, and maintained the Shopify storefront and website updates to brand standard.

SKILLS & CERTIFICATIONS

Marketing: Social media content and scheduling (Facebook, Instagram), copywriting and editing, brand guidelines, event promotion, email marketing (Mailchimp), on-page SEO, performance tracking and reporting
AI & Tools: Claude and Claude Code (custom AI agents for research, drafting, and planning), Meta Business Suite analytics, Microsoft Office 365, Business Data Analytics
Visual & Web: Photography, short-form video (capture through edit, CapCut), Canva, CMS website design and maintenance, Shopify, Mailchimp
Certifications: HubSpot Social Media Marketing (2025), Google Fundamentals of Digital Marketing (2023), Canva (2025)

EDUCATION

University of Winnipeg | Bachelor of Business Administration (BBA) | Expected December 2026
Marketing Research project, for Wesmen Athletics: led a five-person team and did most of the work, writing the survey and focus group questions, running two focus groups and a 31-person survey, and building the final report with four recommendations to raise student attendance.
Relevant coursework: Marketing Research, Consumer Behaviour, Business Data Analytics, Advertising, Writing in Digital Spaces, Web Design & Development | Valid driver's licence