

NADIA CARUSO

www.nadiacaruso.ca | nadia.a.caruso@gmail.com | 647 447 7769

PROFILE

Dynamic and results-oriented marketing expert with a proven track record of spearheading integrated campaigns. Passionate about enhancing brand strategy through innovative cross-functional collaboration, and thrives on driving impactful results that resonate with audiences.

CORE COMPETENCIES

- Content Tools- *Adobe Suite, Canva*
- Microsoft Suite & Microsoft Copilot
- Adaptability & Agility
- Google- *Analytics & SEO Optimization*
- Social- *TikTok, Meta, Youtube, Instagram*
- Creative Problem Solving
- AI- *ChatGPT, Claude*
- GTM Strategy
- Team Collaboration

RELEVANT EXPERIENCE

GENERAL MOTORS - CADILLAC DIVISION - MARKHAM, ONTARIO

CADILLAC CANADA MARKETING COORDINATOR / SPECIALIST

JULY 2022 - OCT. 2025

RESPONSIBILITIES

- Developed market insights using ad-spy software and buyer profiles that shaped new strategies of agency partners.
- Strategized organic social posts and initiatives via touch points and content goals, establishing a consistent brand voice.
- Analyzed and approved influencer partners and scripts pre and post production, ensuring alignment with brand standards.
- Reviewed and optimized all paid media ad placements (regional and national), ensuring messaging that drove KPIs.
- Supervised video production and brand visuals that informed consumers, and increased EV nameplate recognition.
- Coordinated with legal counsel and internal stakeholders to execute low risk, high reward targeted retail campaigns.
- Orchestrated retail legal copy alongside GM Canada legal counsel for all monthly retail campaigns and incentives.

ACHIEVEMENTS

- Launched the Cadillac Canada TikTok with evergreen and organic content and strategic full portfolio brand presence.
- Built a brand "scorecard" resource in collaboration with analytics, facilities, agencies and sales team members for executives to track key KPIs across marketing, sales, dealer facilities, workplace culture, and multicultural initiatives.
- Overhauled branded products with internal and third-party stakeholders to align with the luxury identity of Cadillac.
- Spearheaded a new national online and in-dealership closing tool showcasing ownership advantages (*Cadillac Advantage*).
- Crafted new interagency processes and brief strategies that attained retail objectives and adapted to go-to-market strategy. These processes resulted in clear communication and decreased days to traffic, maximizing ad spend and days in market.

YONGE SMILES

OFFICE COORDINATOR

SEPT. 2020 - MARCH 2022

- Built and coordinated successful email and text message campaign rollouts which increased desired customer behaviours.
- Facilitated a 14.5% annualized increase in unique patient visits despite pandemic cleaning and screening.
- Converted paper files to digital files compliant with P.H.I.P.A., establishing accurate, and accessible patient records.
- Created HR resource tools, including comprehensive job summaries used for hiring and future employee contracts.

ASSISTANT ADMINISTRATOR

JUNE 2020 - SEPT. 2020

- Managed the screening of patients pre-arrival in accordance with best practices during emergency circumstances.
- Optimized new documentation for employee health and continuing education, as well as sanitization protocols.

RELEVANT EXPERIENCE (CONT'D)

UNIVERSITY OF WINDSOR

TEACHING ASSISTANT

JAN. 2020 - APRIL 2020

- Administered grading of assignments and presentations for a graduate level class consisting of 85% E.S.L. students.
- Delivered feedback-based recommendations to administrators, resulting in improved participation and performance.

RESIDENCE ASSISTANT (DON)

SEPT. 2019 - APRIL 2020

- Planned and executed innovative strategies that supported the mental and physical health of a 28+ person student body.
- Dialogued with residents and campus services to reach solutions to infrastructural and interpersonal problems.
- Initiated and marketed internal and external partnerships for 10+ events and dinners on a fixed budget.
- Achieved the highest student engagement rate (98%) on residence feedback surveys across the residence student body.

EDUCATION

Bachelor of Arts (BA) - Major in Communication, Media (Marketing) & Film, and Minor in Psychology.

- University of Windsor, 2017- 2022
- Dean's Honour Roll 2017- 2019
- Graduated *Magna Cum Laude*

PROFESSIONAL DEVELOPMENT

Google Data Analytics Professional Certificate

- 2025- *In Progress*

General Motors In-House Corporate Training

ACCREDITATIONS

- Communication, Media and Film Undergraduate Committee Member
- *Contributed to the development of the Faculty's first thesis program.*
- Faculty of Arts, Humanities and Social Sciences Committee Member.
- The Golden Key International Honour Society Member and Volunteer.

DIGITAL PORTFOLIO

- Digital artist with a working portfolio, and a passion for social media trends. (*Link available upon request*).

REFERENCES AVAILABLE UPON REQUEST