

KIM TARLO

CURRICULUM VITAE

ABOUT ME

My name is Kimberley Brooks Tarlo. Sometimes I spell my middle name with an 'e', like this: Brookes. Somehow, I remain unsure of the correct spelling. I was raised in Collingwood, Ontario. But, now I live in Toronto, Ontario. I like Coffee, The Libertines, Stella McCartney, Antiquing, Leather Jackets, Writing, and Snowboarding. If you like what you see on this CV, contact me. I won't mind one bit.

HOW TO GET HOLD OF ME

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Linkedin	linkedin.com/in/kimtarlo
Facebook	facebook.com/kimtarlo
Twitter	twitter.com/kimtarlo

PLACES I'VE WORKED AND WHAT I DID THERE

2008 – 2009	Youthography	Copywriter – Conceptual and strategic ideation plus execution of online, offline and experiential marketing & advertising.
2006 – 2009	Updown Magazine	Editor & Content Manager – Created 75% of content and oversaw the editorial development of a 75pg magazine (135,000 distribution).
2008 – 2008	District	Coordinator, Lifestyle Marketing – Managed marketing programs, provided strategy & analysis, coordinated and trafficked both internal and external deliverables and coordinated interactive & print media buys.
2006 – 2008	iRideTV.com	Co-founder – Created, designed and promoted an online hub where users could blog, view and share original snow, surf, ski & wake board videos. Also coordinated partnerships with leading industry brands.
2007 – 2007	Universal Music Canada	Marketing & Promotions Intern – Promoted Artists via press, retail, contests and events. Interviewed high profile artists such as Dragonette Queen's of the Stone Age and Rise Against for Universal's website.
2005 – 2007	Roth Media	Promotions & Events Coordinator – Event conceptualization and coordination. Worked with venues and sponsors and secured financing.
2006 – 2007	Bobbi Magazine	Freelance Writer – Wrote articles from philanthropic to testimonial. Selected as the sole representative of the magazine to travel to Miami to cover the launch of a new Honda Motorcylce.
2006 – 2007	Queen's Vogue	Public Relations – Helped manage PR efforts for fundraising on behalf of the Children's Ward of the Kingston General Hospital, while maintaining and building the correct brand image. Raised \$23,000 in donations.

BRANDS I'VE WORKED WITH

Rim
Fido
Puma
Microsoft Zune
Mattel
Gillette Venus
Rogers
Honda
Maple Pictures
Nomis
Zoo York
Still Bastards
Universal Music
Kingston General

WHERE I WAS EDUCATED

2004 – 2008	Queen's University	BAH Philosophy – Student Council Rep. Dean's Entrance Scholarship. Millennium Excellence Award
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