



Amy Colin

STRATEGY · OPERATIONS ·
PROJECT DEVELOPMENT

[Contact](#) | [Website](#) | Montreal, Canada · English & French · Remote work

Multidisciplinary professional combining analytical thinking, strategic problem-solving, and hands-on project execution. Experienced across business operations, project coordination, brand strategy, and digital project development, with a focus on turning complex problems and ideas into clear strategies, structured systems, and actionable plans.

WORK EXPERIENCE

CONTENT SPECIALIST

ICUC (Remote)

NOV 2025 – PRESENT

- Manage social engagement across multiple global brands, adapting communication to brand guidelines.
- Assess and escalate sensitive issues while maintaining quality and consistency.

BRAND STRATEGIST & WORKSHOP FACILITATOR

Theory of Khaos (Remote)

FEB 2026 –
NOV 2026

- Conduct brand research and contribute to brand strategy, creative direction and copywriting.
- Facilitate intensive live workshops, guiding clients through structured sessions to develop clear brand strategies.

BRAND & MARKETING STRATEGIST

Punchcards (Remote)

SEP 2025 – JAN 2026

- Developed brand positioning, storytelling, visual identity direction and tone of voice.
- Supported marketing planning and coordinated editorial content and creative initiatives across social media and brand partnerships.

OPERATIONS MANAGER

Espiègle (Remote)

NOV 2024 – JAN 2026

- Coordinated business operations, priorities, deadlines, and cross-functional projects.
- Organized workflows and supported marketing, communications, and digital product launches.
- Translated business needs into actionable plans and coordinated implementation.

DIGITAL CREATOR

Shine with Amy

JAN 2024 – OCT 2025

- Developed digital products, workshops and educational resources from concept to launch.
- Managed independent projects spanning personal branding, strategy, and digital content.

FOUNDER

Ma Box Ensorcelée (E-commerce)

OCT 2021 – DEC 2023

- Built and managed an e-commerce business spanning product development, operations, marketing and logistics.
- Managed product launches, customer experience and multichannel communications.

TECHNICAL SKILLS

- **Operations & Project Management:** Planning & Organization · Project Coordination · Process Improvement · Workflow Management · SOPs
- **Strategy & Problem-Solving:** Research & Analysis · Brand Strategy · Creative Strategy · Marketing Planning
- **Digital Projects:** Digital Product Development · Content Systems · Cross-functional Coordination · Automations

TOOLS

- **Project & organization:** Notion, Monday.com, Trello, Toggl
- **Communication & marketing:** MailerLite, Mailchimp, ManyChat
- **Digital & creative:** WordPress, Squarespace, Canva, Figma
- **Automation & AI:** Make, ChatGPT, Claude, Fathom

EDUCATION

- **Web Development**
O'Clock — 2020
- **Graphic Design**
Efficom, Paris — 2018–2019
- **Applied foreign languages**
University of Lille — 2016–2018
- **Rotary Exchange Program**
Argentina — 2014–2015