MARKETING
COORDINATOR

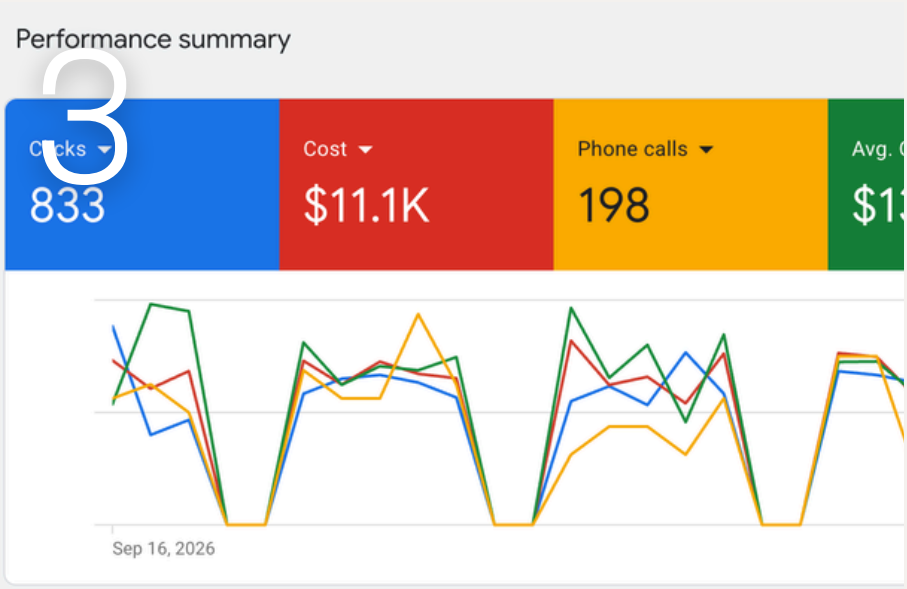
CASE STUDIES

JOSHUA CHANDAR

CONTENT



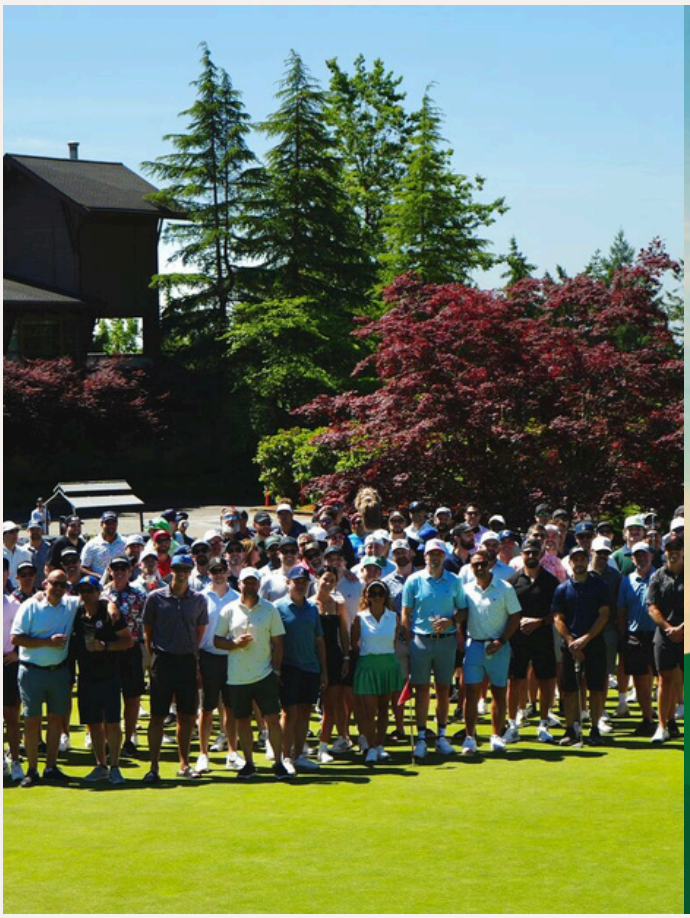






1. INDUSTRY EVENT ACTIVATION
2. COMMUNITY SPORTS PARTNERSHIP
3. LEAD GENERATION CAMPAIGN
4. TRADE SHOW CAMPAIGN COLLATERAL

INDUSTRY EVENT ACTIVATION





2025 Jet Classic Golf Tournament

TITLE SPONSORSHIP & EVENT ACTIVATION



Objective

Turn Crown Glass's title sponsorship into an engaging brand presence while supporting a community fundraising event.

My Role

Sponsorship activation · Raffle · Creative collateral · Content · Event coordination

Audience

Business community · Golfers · Sponsors · Community supporters

COMMUNITY SPORTS PARTNERSHIP

Crown Glass × BeElite

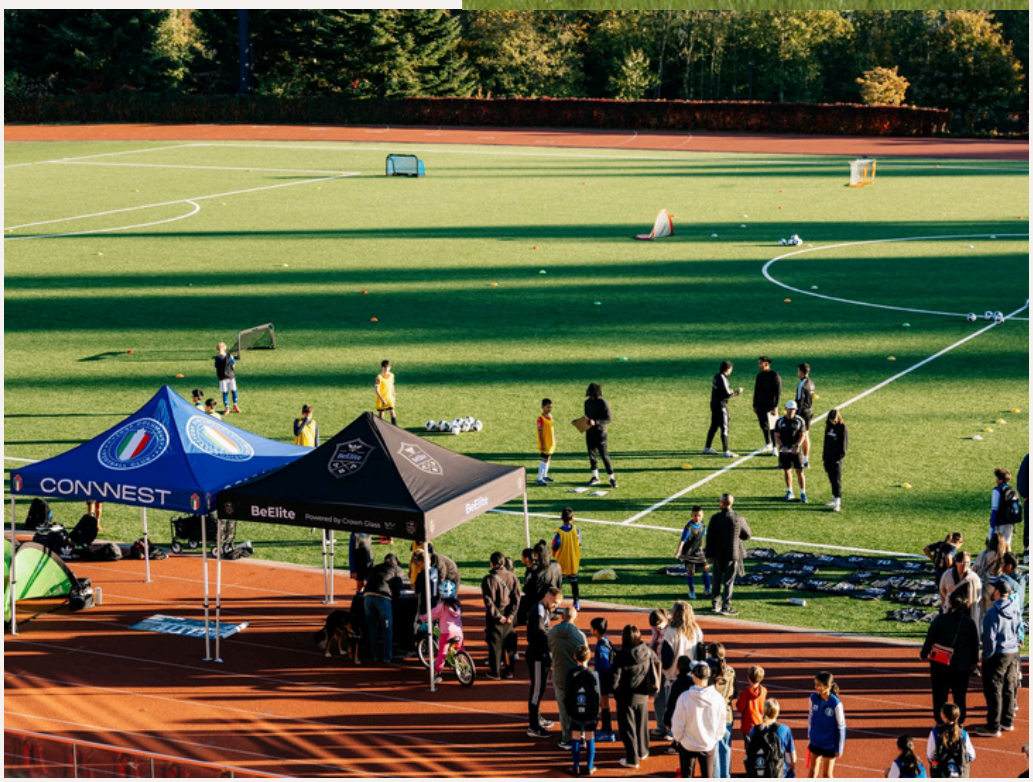


Objective

Build local brand visibility through a year-long community sports partnership.

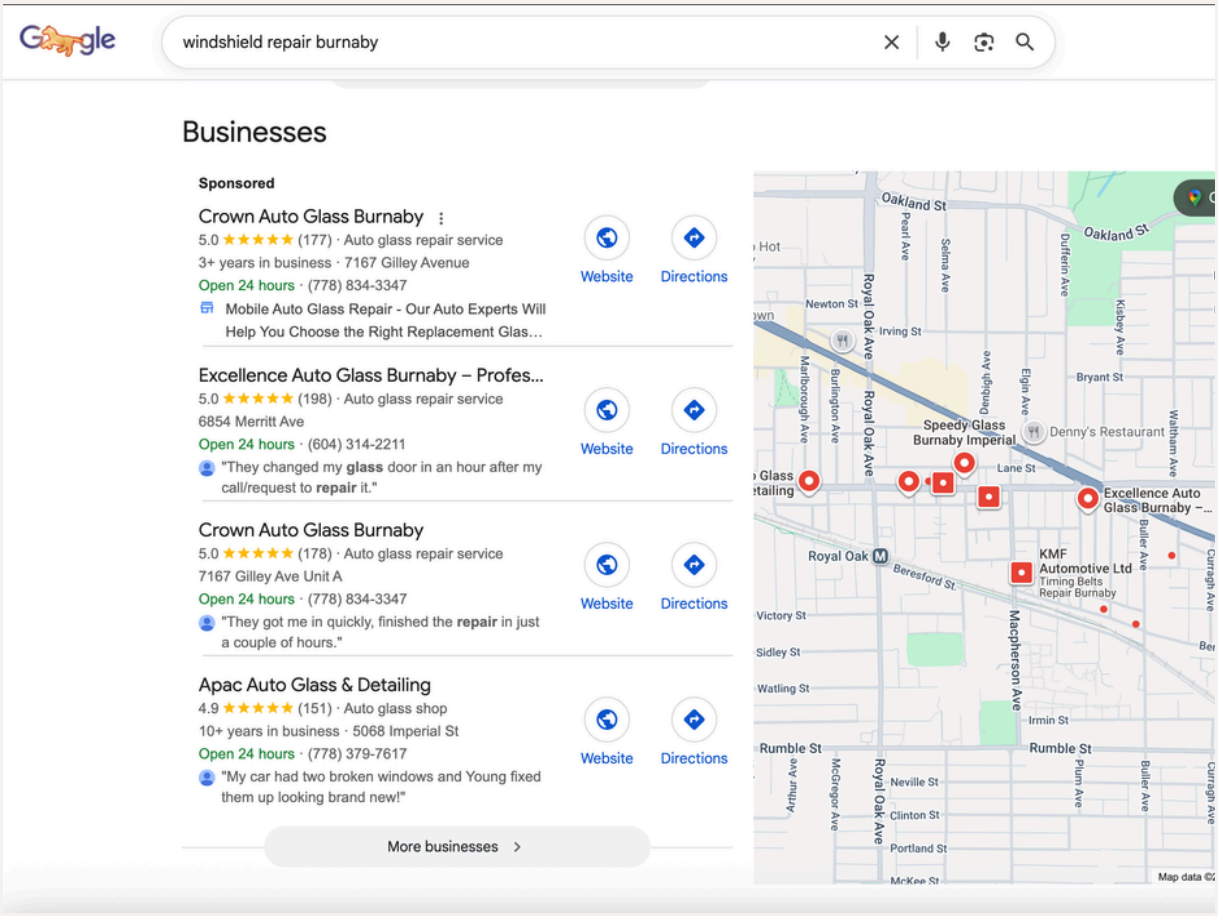
My Role

Partnership coordination · Content · Brand activation · Communications



SPONSORSHIP · COMMUNITY · BRAND ACTIVATION

LEAD GENERATION CAMPAIGN



Crown Auto Glass

PAID SEARCH · LOCAL SEO · WEB

Challenge

Burnaby was ranked 19th in the market for rock chip repair rate.

Campaign

7 months of paid advertising focused on increasing awareness and driving rock chip repair bookings.

Result

19th → Top 5 in Burnaby

TRADE SHOW CAMPAIGN COLLATERAL



OBJECTIVE

CREATE A CONSISTENT, PROFESSIONAL BRAND PRESENCE ACROSS INDUSTRY EVENTS AND SUPPORT CONVERSATIONS WITH PROPERTY-MANAGEMENT AND COMMERCIAL AUDIENCES.

MY ROLE

CREATIVE COORDINATION · COPY · DESIGN · PRINT PRODUCTION · STAKEHOLDER APPROVALS

Crown Glass Industry Events

BRAND · CONTENT · EVENT MARKETING · PRODUCTION

