

# Wiktor Kulinski

Ph.D. Candidate, Anthropology & Performance Studies

Based in Brantford, Ontario

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As a trained anthropologist, I engage in quantitative and qualitative research to realize deep insights about the lives of individuals and their connection to the sociocultural landscapes in which they perform their lives. My research experience in leading a tri-council funded ethnographic study of the shifting reality of the Polish Canadian diaspora over generations has resulted in research outcomes that have been applied across academic, municipal, and community institutions.

I am also a researcher and consultant working in the social profit and experience sectors, primarily Arts, Culture, Heritage, and Tourism. I have led numerous research and consulting projects that have resulted in the development of these economies, mobilized opportunities for not-for- and for-profit industries, and created/strengthen relationships among organizations and their constituents.

## Skills

- Quantitative & Qualitative Research in the Humanities and Social Sciences
- Consulting in social profit and experience sectors
- Management, Synthesis and Analysis of Thick & Thin Data
- Grant Writing and Fund Acquisition
- Project Planning and Management
- Effective Written and Oral Communication
- Critical, Creative, and Conceptual Thinking
- Presentation, Performance, and Public Speaking
- Leadership, Instruction, Coaching and Team Management
- Fluency in English and Polish

## Education

2012 –

### **Ph.D. in Anthropology & Performance Studies**

*York University - Toronto, Ontario*

- Dissertation/Ethnography: *Life In-Between Images: Performing Lifeworlds in Polonia Across Generations*

### **Graduate Diploma in German and European Studies**

*Centre for German and European Studies, York University - Toronto, Ontario*

2009 – 2011

### **M.A. in Playwriting**

*University of Windsor - Windsor, Ontario*

2004 – 2009

### **B.A. Hons. in Sociocultural Studies**

*Wilfrid Laurier University - Waterloo & Brantford, Ontario*

# Professional Experience

Jan 2020 –  
Present

## Researcher & Consultant

*Red Label Studio, Brantford & Toronto, Ontario*

- Managing boutique digital agency & consultancy with a focus on social media and e-commerce solutions tailored to small businesses and creators;
- Advising clients on brand storytelling, digital marketing and other strategies to transform business operations;
- Designing & conducting deep research to realize client insights and needs, the client-business relationship, and industry & global landscapes, and;
- Matching products & services to client/business needs.

**Results:** Transformed the company into a full-service boutique digital agency & consultancy servicing small businesses in the experience industry.

Aug 2012 –  
Sept 2017

## Office Manager

*Hush Productions Ltd. (O/A Hush Audio), Toronto, Ontario*

- Office administration for a semi-rotating team of ten (10) to twenty (20) sound recordists and videographers in Lifestyle & Reality Television;
- Tracking and recording team expenses, and reconciled accounts to maintain accurate, current and compliant financial records;
- Assisting staff with completion of merchandise passports (ATA Carnet) and other forms required for compliance;
- Managing online media presence including website and social media, and;
- Conducting semi-annual inventory of company sound and video equipment including necessary repairs.

**Results:** Successfully managed a small office and company subsidiaries during the height of production season; introduced intra-team task, calendar, communications, and collaboration platforms and trained staff on utilization.

Sept 2012 –  
May 2016

## Teaching Assistant

*York University, Toronto, Ontario*

- Preparing lesson plans and facilitated discussion seminars;
- Occasional Guest Lecturing;
- Translating complex concepts to new learners;
- Grading student work; Mentored, supervised, and evaluated students; Settled grade disputes; Proctoring examinations;
- Working with administrators on behalf of students;
- Writing letters of recommendation, and;
- Tact and discretion in dealing with matters of privacy.

**Results:** Led ten (10) tutorial sections with approx. 250 students; received eight (8) teaching credits with recognition from senior faculty.

Nov 2010 –  
Apr 2011

## **Research Associate**

*Office of the Provost, University of Windsor, Windsor, Ontario*

- Conducting an innovative research study and survey reviewing governance structures of graduate faculties at Canadian comprehensive universities;
- Project management of data-driven quantitative/qualitative research & analysis, and;
- Liaising with community and industry leaders.

**Results:** Researched and analyzed data on the state and future of Graduate Studies in Ontario and Canada; recommendations for future directions of graduate program were included in the final report presented to Dean of Graduate Studies.

## **Related Experience**

Aug 2014 –  
Present

### **Principal Researcher**

*Arts Ecology Of Brantford/Brant, Brantford, Ontario*

- Incubating the arts industry in Brantford/Brant by working with all components of a creative community on professional and creative development using research & consulting to advance local, organic arts practice and social profit sector, and;
- Consulting municipal, academic, industry, and community institutions on Arts, Culture, Heritage, and Tourism initiatives that seek to develop and (re)vitalize these industries both locally and (inter)nationally.

**Results:** Designed and facilitated the Arts Census for Brantford/Brant, a long-form qualitative and qualitative applied research study seeking to understand the state of the arts in Brantford/Brant; curated five (5) networking and professional development events in Brantford/Brant; co-developed a new, grassroots social media marketing initiative; led community-based research and consulted with the Cultural Hub Task Force (City of Brantford) and the One Market Cultural Hub Project (Dr. Heidi Northwood, Office of the Senior Executive Officer, Wilfrid Laurier University, Brantford Campus) to realize their shared vision of developing a Cultural Hub space in Brantford.

Jan 2016 –  
Present

### **Vice Chair**

*Tourism Advisory Committee, City of Brantford, Brantford, Ontario*

- Bolstering tourism and related economies through research and consultation with focus on improving citizen access and engagement in the regional tourism industry;
- Qualitative and quantitative research; project development, and;
- Community liaising.

**Results:** Co-developed Cycle Tourism marketing initiative and 5-year marketing plan; consulting on creation of Cycle Tourism Experience Guide.

## Publications

- 2021            *"It Comes with Practice": Pierogi-Making as Preserving and Imagining Polonia*  
Article, Canadian Theatre Review, University of Toronto Press
- 2018            *Food for Thought: Food, Embodiment, and Knowledge*  
Co-Editor, InTensions Journal, York University
- 2014            *An Interview with Robert Kroetsch*  
Interviewer, Guernica Editions, Montreal

## Awards

- 2017            BMW Canada Award for Excellence  
*Merit-based award in German and European Studies*
- 2016            Ontario Graduate Scholarship (OGS)  
*Merit-based scholarship*
- 2016            W. Reymont Foundation Scholarship in Polish Canadian Studies  
*With distinction; Awarded to top applicants conducting research with Polish migrants in Canada*
- 2016, 2015,  
2014            Vernon Oliver Stong Scholarship in German & European Studies  
*Recognizing outstanding achievement in original research*
- 2014            W. Lawrence Heisey Award in the Fine Arts  
*Recognizing outstanding achievement in scholarly and creative work*
- 2012            Susan Crocker and John Hunkin Scholarship in the Fine Arts  
*Awarded to top applicants in Fine Arts graduate programs*