

NAME

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A public relations leader with 10+ years experience developing and executing communications programs that drive business results for agency clients and corporate partners. Awarded PR in Canada's Top 40 Under 40 and recognized as an outstanding project manager who has a laser focus on end-product excellence. Currently seeking a senior level role in communications with ABC company, where I can leverage my industry expertise to protect and enhance the firm's reputation.

SKILLS

- Strategy
- Issues Management
- Crisis Communications
- Media Relations
- Internal Communications
- Executive Communications
- Copywriting and Editing
- Project Management
- People Leadership

PROFESSIONAL EXPERIENCE

DIRECTOR, MARKETING & COMMUNICATIONS, CANADIAN REAL ESTATE FINANCE FIRM 2020-PRESENT

Reporting to the CEO, I lead marketing communications for the organization and its financial products.

- Develop brand, content marketing and thought leadership strategies from the ground up and in alignment with the overarching business strategy
- Write all corporate communications materials, including key messaging, investor memos, blogs, and presentations, and determine effective channels for dissemination
- Manage the development, implementation and evaluation of a robust digital marketing campaign designed to drive leads and raise capital for a real estate fund
- Simplify complex information into digestible web copy, Google and social ads, and video scripts, and manage the creative development of all assets
- Create tools to measure, analyze and report on the effectiveness of marketing communications initiatives and make data-driven recommendations for improvement

MANAGER, MARKETING & COMMUNICATIONS, GLOBAL REAL ESTATE FINANCE FIRM 2018-2020

Worked with the VP, Marketing & Communications and VP, Human Resources to develop external and internal marketing communications strategies targeting key stakeholders – including investors, financial advisors, real estate developers and employees – in Canada and the U.S.

- Leveraged exceptional writing skills to draft speeches for the CEO and President, company announcements, investor memos, presentations, and press releases
- Identified opportunities to profile the President and organization at large through media relations
- Developed an internal communications strategy to connect cross-departmental employees to the organization's mission and support business objectives; this included the writing of an employee e-newsletter which consistently achieved an open rate of over 85%
- Spearheaded a rebranding of the organization, which required engaging multiple department leaders, obtaining organizational alignment, and developing tailored go-to-market messaging
- Managed agency relationships and the departmental budget

ACCOUNT MANAGER, CANADIAN PUBLIC RELATIONS FIRM 2013-2017

Project managed cross-functional teams of up to 10 people including internal employees and external agency partners (in-store, experiential, media, advertising, digital) and campaign budgets of \$1M. Reported to the President and VPs while acting as the primary contact for all clients.

- Combined storytelling and relationship management skills to write compelling media pitches and press releases, and to secure coverage for top tier brands
- Applied experience with organic and paid social media to build a client Instagram account; developed a content calendar that generated an average post engagement rate of 13.7%
- Demonstrated strategic and creative thinking to develop and execute an impactful brand awareness campaign; components included a new national grant program that received 200% more applications than targeted, digital videos that received 700,000+ views, a media relations program that generated 4.5 million impressions and an influencer program
- Developed a national integrated campaign that contributed to an 18% increase in product sales
- Participated in new business opportunities, from creative ideation through to pitching prospects

ACCOUNT EXECUTIVE, CANADIAN PUBLIC RELATIONS FIRM

2011-2013

Developed creative media relations campaigns for food and agriculture-focused clients.

- Exercised strong problem solving skills to develop and implement a crisis communications strategy for a U.S. commodity board after a highly publicized external report claimed there was high levels of arsenic in the product. Drafted positioning statements and key messaging, media trained clients and spokespeople, and acted as the primary media contact in Canada
- Applied knowledge of Wordpress and Google Analytics to manage a client website. Created content and developed and measured against KPIs
- Showcased organizational skills in the planning of a media trip to Florida on behalf of another commodity board. Pitched the opportunity to journalists, managed the itinerary, arranged travel, and acted as host

MEDIA RELATIONS COORDINATOR, CANADIAN NON-PROFIT

2010-2011

Built relationships with top-tier business journalists, which led to ongoing coverage in the National Post and Globe & Mail, and acted as media liaison at government press conferences.

ACCOUNT COORDINATOR, CANADIAN PUBLIC RELATIONS FIRM

2010

Led national media relations for a high-profile charity event; outstanding media coverage contributed to a year-over-year increase in donations.

EVENTS & COMMUNICATIONS ASSISTANT, ONTARIO CONSERVATION AUTHORITY

2009-2010

Worked with the Communication and Education teams to engage the public in local conservation efforts, primarily through events and media opportunities.

- Leveraged strong writing skills to develop internal communications materials during the H1N1 pandemic

EDUCATION

HONOURS PUBLIC RELATIONS POST-GRADUATE CERTIFICATE, ONTARIO COLLEGE

2009

BACHELOR OF ARTS DEGREE, ONTARIO UNIVERSITY

2008

AWARDS

PR IN CANADA

- Top 40 Under 40 – A national awards program that recognizes top public relations professionals in Canada. I was nominated by a number of senior executives at a Canadian public relations firm.

CANADIAN PUBLIC RELATIONS SOCIETY

- 2018 Digital Communications Campaign of the Year (National)
- 2018 Best Digital Communications Campaign of the Year (Local Chapter)
- 2017 Marketing Communications Campaign of the Year (National)
- 2017 Best Digital Communications Campaign of the Year (Local Chapter)
- 2013 Best Use of Media Relations (Local Chapter)

INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS

- 2018 Digital Communications Award of Merit (Local Chapter)
- 2014 Media Relations Award of Merit (Local Chapter)