

NAME

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A dynamic public relations leader with 10+ years experience developing and executing integrated marketing communications programs – the most successful of which contributed to an 18% increase in product sales and earned multiple industry awards. Experienced in strategy, executive and internal communications, issues management and crisis communications, media relations, and copywriting. 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.

PROFESSIONAL EXPERIENCE

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

Reporting to the CEO, I lead marketing communications across two parent brands and for related financial products.

- Develop brand strategies and corporate messaging from the ground up and in alignment with the overarching business strategy
- Prepare a variety of communications materials, including thought leadership pieces, investor memos, blogs and presentations, and determine effective channels for dissemination
- Simplify complex information into digestible web copy, Google and social ads, and video scripts
- Analyze and report on the effectiveness of marketing communications initiatives and proactively identify opportunities 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 prepare executive speeches, company announcements, a quarterly employee newsletter, investor memos and reports, presentations, and press releases
- Counseled the President on effective communications and led media training sessions
- Advised Sales on the creation of print and digital marketing materials; determined requirements, drafted copy, and directed creative
- Spearheaded a rebranding of the organization, which involved conducting key messaging sessions with senior leaders, working with designers to determine the brand identity, and with developers to recreate the website (for which I wrote all copy and reported on analytics)
- Exercised strong program management skills to oversee creative/public relations agencies 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 in excess 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 iconic brands
- Applied extensive experience with organic and paid social media to build an Instagram account for a personal care brand; 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
- 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 rice. 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 Baskin Robbins' 31 Cent Scoop Night; outstanding media coverage contributed to a year-over-year increase in donations to the National Fallen Firefighters Association.

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

BACHELOR OF ARTS DEGREE, ONTARIO UNIVERSITY

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 - NATIONAL

- 2018 Digital Communications Campaign of the Year
- 2017 Marketing Communications Campaign of the Year

CANADIAN PUBLIC RELATIONS SOCIETY – LOCAL CHAPTER

- 2018 Best Digital Communications Campaign of the Year
- 2017 Best Digital Communications Campaign of the Year
- 2013 Best Use of Media Relations

INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS – LOCAL CHAPTER

- 2018 Digital Communications Award of Merit
- 2014 Media Relations Award of Merit