



PROFILE

Organizations are realizing the importance of integrated digital strategies that cultivate their brand while supporting communications campaigns; I'm delighted to be a part of this movement. As a digital, social and creative communications expert, I'm interested in engaging stakeholders and fostering communities to elevate your brand.



EXPERIENCE

- CORPORATE COMMUNICATIONS OFFICER**
 Ornge Air Ambulance | 2012 - PRESENT
Increased social following by an astonishing 465% (twitter)
- HOUSING COMMUNICATIONS OFFICER**
 Region of Waterloo | 2011 - 2012
Spearheaded strategic communications for major housing initiatives
- PUBLIC RELATIONS COORDINATOR**
 Cowbell Digital Music | 2009 - 2010
Oversaw artist brand strategy resulting in international airplay

EDUCATION

- MASTERS DEGREE - ARTS AND MULTIMEDIA**
 Griffith University, Australia | 2011
 GPA / 4.0
- BACHELORS DEGREE - COMMUNICATIONS**
 Griffith University, Australia | 2009
 GPA / 3.3
- ASSOCIATES DEGREE - PUBLIC RELATIONS**
 Humber College, Canada | 2007
 GPA / 3.0

TECHNICAL SKILLS

Photoshop	●●●●●	HTML/CSS	●●●●○
Illustrator	●●●●○	Wordpress	●●●●○
InDesign	●●●●●	SharePoint	●●●●○
Premier Pro	●●●●○	MAC OS	●●●●●
After Effects	●●●●○	Microsoft Office	●●●●●

AREAS OF EXPERTISE

- » Stakeholder Relations
- » Brand Development
- » UX/UI Optimization
- » Graphic Design
- » Community Relations
- » Public Affairs
- » Strategic Communications
- » Website Management
- » Marketing Management
- » Campaign Development

PHILOSOPHY

Truly successful decision making relies on a balance between deliberate and instinctive thinking – *M.Gladwell*



DETAILED JOB EXPERIENCE

• CORPORATE COMMUNICATIONS OFFICER

Ornge Air Ambulance | 2012 - PRESENT

Managing and generating content and images for social media accounts, intranet, external websites and distributed materials (designing and writing brochures, posters, video campaigns, annual reports, strategic plans, ambulance fleet redesign etc). Developing and implementing media and issues management strategies. Identifying opportunities to attract positive media coverage. Responding to media inquiries and requests.

- Increased Twitter followers by 465%
- Increased Facebook followers by 267%
- Directed development of intranet and website
- Managed design for HR + Learning Management Systems

• HOUSING COMMUNICATIONS OFFICER

Region of Waterloo | 2011 - 2012

Acting as liaison to stakeholders from Federal, Provincial, Municipal and private organizations to clearly communicate available initiatives relative to affordable housing. Creating integrated strategic communications plans and overseeing creation and production of publications. Coordinating the Housing Services Act, 2011 Consultation Sessions and schedule to align with the department's strategic direction.

- Lead numerous work groups and committees
- Developed Strategic Communications Plan
- Directed Regional Consultation Sessions

• PUBLIC RELATIONS COORDINATOR

Cowbell Digital Music | 2009 - 2010

Representing an indie record label to promote new artists by building relationships with different media outlets and ensuring cross-platform coverage. Traveling to Sydney, Melbourne, and Brisbane to liaise with key partners at commercial and indie radio stations, networks and events. Consulting with artists to ensure their brand is consistent and tailored to suit the established key audience.

• ASSISTANT ACCOUNT MANAGER

Holmes Creative Communications | 2007 *INTERN*

Conducting media relations, building media lists, and maintaining relationships with media contacts to ensure coverage of stories and pitched campaigns. Portfolio included; JUNO Awards, Canada Walk of Fame, Genie Awards, Luminato Festival.

• SALES ASSOCIATE

Centre Sports | 2004 - 2008

Promoting products to audience using various marketing tools, such as television and/or promotional teams. Ensuring store's image is continuously maintained and improved, by creating attractive merchandising displays. Assisting shoppers by ensuring needs are met; including personal shopping for NHL and NBA players and families.

FREELANCE WORK

- » Graphic Design | Global Academy Centennial College 2015
- » Media Lead | Waterloo Airshow 2012 + 2013
- » Media Lead | All Canada Classic 2012
- » Strategic Planning Assistant | Guelph FHT 2012
- » Media Relations Coordinator | Planet Africa Awards 2012
- » Copy Editor | Planet Africa Magazine 2012
- » Style/Setup Coordinator | Good Vibrations Festival 2011

CONTINUED EDUCATION

- Conestoga College | 2012
- + Project Contracting, Procurement and Quality Management
- + Fundamentals of Project Management

OTHER INTERESTS

STYLEID APP

Created a mobile application that helps users identify and purchase items featured on film and television. Responsible for website and mobile application design as well as branding and marketing.

#ZOOLIFE PODCAST

Produce and cohost a podcast focused on ecology, zoology and innovative research.