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PERSONAL PROFILE

Experienced and ambitious public relations professional with over five years of experience managing full-scale integrated marketing campaigns in CPG, fashion, design, beauty, lifestyle, technology, and media industries. Solid and demonstrated success leading impactful communication strategies, and organizing brand launches and media programming while championing brand-driven storytelling. Thrives in a fast-paced setting with strong time management and organization skills. Manages projects effectively, with strong attention to detail, and communicates ideas concisely and confidently. Works well with clients and teams to meet commitments and achieve desired goals.

SKILLS AND ABILITIES

- Advanced **written** and **verbal communication**.
 - Proven track record of **managing complex client portfolios in various sectors**.
 - Excellent **knowledge** and **traditional media, measurement, and reporting**.
 - Technical **knowledge** of platforms like **Cision, Meltwater, TrendKite, WordPress, Wix, Google Analytics, MRP, Adobe Creative Suite** and **Microsoft Office Suite**.
 - Collaborative **team player** and **problem-solver**, with **strong management skills**.
 - Strong **clienteling skills** and proven experience in **building strategic relationships**.
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CAREER SUMMARY

Freelance, (Remote)

Freelance Content Writer & Brand Storyteller | October 2022 - Present

Developing and supporting brands through copy content, including customer communication materials, press materials, internal communications, and website copywriting.

NKPR, Toronto, Canada

Senior Public Relations Account Executive | May 2022 – October 2022

Public Relations Account Executive | July 2021 – May 2022

Responsible for developing impactful PR strategies and the execution of communication programs based on client objectives and target audience. Organized press events, brand launches, and media and influencer programming. Developed and distributed press materials, key messaging, editorial contributions, and creative assets using a strong sense of creative direction and excellent writing skills. Provided leadership across accounts by managing resources, budget, and junior staff.

- Secured media coverage in *FASHION Magazine, Refinery29, Yahoo Style, HOLR Magazine, Wall Street Journal, BC Living, Architectural Digest, The Kit* and more.
- Managed national paid-media partnerships and influencer programming with ELLE Canada + FASHION Magazine to drive awareness for SOREL and position the brand as a fashion meets function, all-year footwear brand.
- Planned and executed digital and in-person media previews & press events for outdoor gear retail brand MEC, international shoe brand SOREL, and luxury womenswear fashion house Ellie Mae,

fostering relationships with key media, and leading to top-tier coverage in online and print media. Coverage directly resulted in increased traffic online and in-store.

- Led the development of communications for the global B2B and B2C launch of real estate metaverse platform NTRY. Fostered relationships with top tier media and tastemakers to secure developer partners, drive brand awareness, and attract sign-ups for early platform access.

Lampoon Fashion Magazine, Milan, Italy

Communications and Publishing Contractor | October 2020 – December 2020

Responsible for driving international brand awareness in target markets including Paris, London, Hong Kong, New York, Miami, Berlin, and Toronto.

- Produced high quality feature targets and editorial pieces on the magazine online column, the 'Library', which improved weekly web traffic by an average of five per cent.
- Developed weekly newsletter for magazine subscribers, which saw a six per cent increase in CTR.
- Identified and analyzed website and DEM analytics to highlight strengths, weaknesses, and opportunities.
- Coordinated strategic collaborations with global organizations and events like Art Basel Hong Kong and Transmediale Berlin, to increase international brand exposure and awareness.

Petals and Pearls, Toronto, Canada

Event Coordinator and Stylist | January 2018 - January 2020

Successfully organized small and large-scale luxury functions including corporate events, weddings, and influencer events. Built customer loyalty through fostering strong relationships, which led to an increase in referral clients.

UPS Canada, Mississauga, Canada

Public Relations and Social Media Specialist | May 2017 - February 2020

Responsible for developing integrated public relations and social media strategies to support brand objectives. Implemented influencer campaigns to improve brand perception. Developed communication strategies to drive national brand awareness and positive brand sentiment for UPS small business initiatives.

- Executed the 2018 peak season campaign to promote UPS online solutions, resulting in 10 radio/TV media stories with a total reach of 1.4M, a paid media partnership and over 45,000 social media engagements. Sign-ups for UPS online solutions jumped over 50 per cent, over the two-month period.
- Managed the planning and execution of the UPS Cargo Bike launch project in 2017 working with the Toronto Mayor's office. Organized and hosted a joint press event including preparation of remarks for the president of UPS Canada. The event generated over 30 local and national stories in top print, radio, and broadcast media.

ACADEMIC HISTORY

IED Istituto Europeo di Design Milano

Master, Fashion Communication and Styling

Humber College

Postgraduate, Public Relations

York University

Bachelor of Arts, Communication Studies