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**EDUCATION**

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**Bachelor of Arts, Honors Business Administration (HBA)****09/2015 – 06/2019****Ivey Business School, Western University, London ON**

- Completed first two years in Media, Information & Technoculture (2015-2017)

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**FULL-TIME WORK EXPERIENCE**

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**Account Manager - Citizen Relations, Toronto ON****01/2022 – Present**

- Led PR & creative teams in development of national PR campaigns, serving as day-to-day client & inter-agency contact.
- Managed workback schedules & task delegation, running internal & external status meetings & reviewing materials.
- Acted as Equity, Diversity, Inclusion (EDI) Canada Committee co-chair & Plus Co. BIMPOC Mentorship Program mentor.

**PR Account Executive - Ogilvy, Toronto ON****04/2021 – 12/2021**

- Managed national influencer campaigns: conducted metric research; presented recommendations; negotiated rates with agents; developed contracts & briefs; reviewed concepts & content; drafted brand copy; produced wrap reports.
- Built daily & campaign-specific coverage reports leveraging traditional & social monitoring tools: Cision & Meltwater.
- Drafted key messages; created SOWs; pitched media; developed PR plans; managed Ogilvy Canada social media channels.

**Account Associate - MSL Group, Toronto ON****06/2020 – 04/2021**

- Executed daily media monitoring to generate reports; flag issues; build plans; inform proactive recommendations.
- Generated earned & paid campaign coverage: wrote press releases & pitches; developed workback schedules; built targeted media lists; pitched key reporters; organized spokesperson interviews; managed sponsored content asks.
- Participated in the D&I Committee & Social Committee and received the Innovation & Creativity WOW Factor Award '20.

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**INTERNSHIPS/CONTRACTS**

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**Public Relations Intern - MSL Group, Toronto ON****01/2020 – 04/2020**

- Engaged in brainstorming; performed client research; pitched media; developed social copy; tracked campaign coverage.
- Coordinated administrative logistics: booked flights & hotels; submitted expenses & POs; shipped influencer mailers.

**Communications Assistant, Media Relations - Trinity Theatre, Toronto ON****Summer 2019****Public Affairs & Communications Intern - CPP Investments, Toronto ON****Summer 2018****Field Marketing Summer Student - SAS Canada, Toronto ON****Summer 2017****Communications Assistant - Downtown Milton BIA, Milton ON****Summer 2016**

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**VOLUNTEER EXPERIENCE**

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**Mentor - BoostHER, London ON****10/2021 - Present**

- Supported student mentees by teaching networking & interview best practices; inspired ongoing career development.

**Founder & Editor-in-Chief - Polemical Zine, Toronto ON****07/2017 - Present**

- Founded a [start-up magazine](#) with 1000+ artists in 70+ countries; released 18 online [publications](#) & five [podcasts](#) to date.

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**CREDENTIALS**

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**Knowledge of...** Word, Excel, Outlook, Gmail, PowerPoint, Cision, Meltwater, CreatorIQ, Photoshop, Premiere, Asana, Slack**Client experience in...** Financial services, alcohol, food & beverages, rewards & loyalty, technology, baby care, beauty**Known as...** Organized, detail-oriented, proactive, reliable, deadline-driven, creative, confident, resourceful, passionate