

# REBECCA MCLAREN

905-876-7855 | [rmclaren.hba2019@ivey.ca](mailto:rmclaren.hba2019@ivey.ca)

[LINKEDIN](#) | [PORTFOLIO](#)

## EDUCATION

### Bachelor of Arts, Honors Business Administration (HBA)

09/2015 – 06/2019

*Ivey Business School, Western University, London ON*

- Completed first two years of *Media, Information & Technoculture* (2015-2017)
- Courses: Intro to Video Theory & Production, Sports & Entertainment Marketing, Building Consumer Brands, Finance

## WORK EXPERIENCE

### Public Relations Intern

01/2020 – 04/2020

*MSL Group Canada, Toronto ON*

- Engaged in brainstorming and performed research for multiple clients in hair, baby care, beauty, and new business.
- Pitched media, managed influencer programs, tracked social & traditional campaign coverage, and wrote a press release.
- Coordinated administrative logistics: booked flights and hotels, created purchase orders, and managed couriers.

### Communications Assistant, Media Relations

06/2019 – 08/2019

*Trinity Theatre, Toronto ON*

- Reviewed pitches, edited written content, and designed page layouts to launch a marketable [arts publication](#).
- Initiated media outreach and fostered relationships with politicians and reporters; secured [advance stories](#) and speakers.

### Western TV Content Manager (2018-19), Reporter (2016-19)

09/2016 – 04/2019

*The Western Gazette Newspaper, London ON*

- Scheduled production workflow and provided artistic direction for viral [videos](#); generated 500,000+ YouTube views.
- Contributed by shooting video, recording audio, editing, and producing; increased annual video output by 36.8%.

### Public Affairs & Communications Intern

05/2018 – 08/2018

*CPP Investments, Toronto ON*

- Composed speeches and briefs for senior management and coordinated the production of social media [videos](#).
- Researched and synthesized information to draft and edit professional, B2B thought leadership [articles](#) for LinkedIn.

### Field Marketing Summer Student

05/2017 – 08/2017

*SAS Canada, Toronto ON*

- Collaborated with other departments to design branded logos, buttons, and banners for internal website revamps.
- Supported a marketing manager to organize mailers, educational workshop events, and a corporate golf tournament.

### Communications Assistant

05/2016 – 08/2016

*Downtown Milton Business Improvement Area, Milton ON*

- Audited vendor forms, ordered materials, and resolved issues on-site to coordinate events for thousands of visitors.
- Designed graphics and developed copywriting for advertisements, posters, and other marketing and publicity materials.

## VOLUNTEER EXPERIENCE

### Founder & Editor-in-Chief

07/2017 - Present

*Polemical Zine, Toronto ON*

- Founded and led a [start-up magazine](#) with 500+ artists in 48 countries; released 12 online [publications](#) and a podcast.
- Managed 10 staff members, secured [media coverage](#), created branded website copy, and handled customer inquiries.

## AREAS OF EXPERTISE

**Languages:** English (native proficiency), French (DELF B2 certified by the French National Ministry of Education)

**Technical Skills:** Word, Excel, PowerPoint, Keynote, Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere), Google Analytics, Facebook, LinkedIn, Instagram, Twitter, Cision, influencer marketing, video & audio, media relations

**Soft Skills:** Deadline-driven, organized, creative, passionate, hardworking, proactive, team-oriented, professional, confident