

SUMMARY

- Expert with an ADHD-Queer lens
- Born on Prince Edward Island
- Bilingual in English and French
- Visual Artist and Project Manager

Mission: To curate beautiful inclusive spaces for our community to nurture and empower each other within.
Drive: To amplify the presence of stories often bypassed until they're so familiar that they're unignorable.

EMPLOYMENT WORK

2023 - NOW **dentsu X - GLOBAL AD AGENCY**
Sr. Media Planner

2022 - 2022 **PEI FEDERATION OF AGRICULTURE**
Public Trust Coordinator

- Spearheaded programming for Farm & Food Care PEI with the program's Steering Committee.
- Educational event planning for the public, in partnership with the government of PEI.
- Managed the organization's communications across all media channels.

2021 - 2022 **dentsu X - GLOBAL AD AGENCY**
Media Planner

- Made high-level automated spreadsheets for financial tracking and performance monitoring.
- Our team achieved more than \$10 million of added value for our client in a single fiscal year.
- Creative thought leader on how to collaborate with enhanced ease and flow.
- Liaised with clients, media vendors, and creative teams across the country.
- Shortlist of brands our team collaborated with on media strategies and campaign executions:
 - Polestar
 - Loblaws Companies Ltd.
- *no frills, no name, Joe Fresh, Shoppers Drug Mart, President's Choice*

2019 - 2020 **CREW SUPPLY**
AV Technician and Lighting Specialist

2016 - 2018 **PRIVATE FAMILY**
Bilingual Nanny

2015 - 2016 **COMMUNITY LIVING TORONTO**
Day Respite Worker

2012 - 2014 **THE GUILD PEI**
Bar Manager and Front of House

EDUCATION

HUMBER COLLEGE

2021 | Post-Graduate Certification, Dean's List - Advertising; Media Management

YORK UNIVERSITY

2019 | Bachelor of Fine Arts, Honours - Theatre, Spec. Acting Conservatory

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CONTRACT WORK

- 2024** **Feng Shui Consultant**
SÒ IN SPACE
- 2023-2024** **Project Manager and Bookkeeper**
PRIVATE RESIDENTIAL HOME CLIENT

SKILLS & SPECIALIZATIONS

ADMINISTRATION AND BILLING:

Financial Quarterly and Fiscal Year Reporting - Bookkeeping - Project Managing -
Developing Efficient Automated Workflows

COMMUNICATION:

Leading - Presenting - Hosting - Conflict Mediation - Public Speaking - Staff Training -
Task Coaching - Writing and Drawing Instructional Designs - Highlighting Guardrails

MARKETING CAMPAIGN GENERATION:

Pitching - Copy Writing - Data Analysis - Market Research - Negotiations -
Media Buying and Planning - Reporting

DESIGN PROFICIENCIES:

Tools: Canva, Photoshop, Lightroom, Illustrator, Premiere Pro, InDesign, Squarespace -
Vector Design - Photo Editing - Typography - Website Design

DIGITAL MARKETING:

Post Scheduling - Ad Platforms: TikTok, Twitter, Facebook, Instagram, Pinterest, Snapchat
- Creating Content - Writing Copy

STORYTELLING:

Graphic Design - Photography - Videography - Set and Visual Design - Article Writing
- Narrative Writing - Persuasive Writing - Visual Art - Oral Storytelling

EVENT TECH:

Lighting Design - Light Programming and Repair - Team Leading -
Setup and Operation: Projectors, Lights, Cameras, Lenses, Mics, and Speakers

LINKEDIN SKILL ASSESSMENT BADGES:

Microsoft Excel - Adobe Photoshop - Microsoft PowerPoint - Microsoft Outlook -
Search Engine Optimization (SEO)

LINKEDIN COURSE COMPLETIONS:

- Instructional Design Essentials: Models of ID
- How to Be an Effective Remote Manager

CERTIFICATIONS:

Driver's License - Bilingual Certified - First Aid - Hootsuite Platform Certification -
Google Ads Search Certification - Feng Shui Master Certification

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