

Professional Summary

Marketing and communications leader with experience building brand, content, and web presence for an Ottawa software company; owning the company's brand and public presence across channels. Led website projects end to end for Centretown business, from first conversations with owners to finished sites. Co-managed logistics for a 600-student competition weekend in Ottawa, working with local businesses, creatives and volunteers. Bilingual, with a genuine interest in the streets, small businesses, and culture that makes a neighbourhood worth visiting.

Skills

Brand & Content: Brand positioning, messaging, content strategy, thought leadership, video scripting

Channels: LinkedIn, X, YouTube, websites, email, Meta suite.

Design & Web: Adobe CS, Wordpress, component-based CMS, HTML/CSS, UI/UX concepting

Events & Partnerships: Event logistics, local business partnerships, venues, sponsorship

Accessibility & Reporting: WCAG 2.2, Excel, Google Sheets, Custom dashboards, Enterprise reporting tools.

Languages: English (native), French (fluent)

Experience

Proximify, Ottawa

Director of Marketing and Communications

February 2025 - Present

- Own Proximify's brand and public presence end to end, setting voice, messaging, and content direction across LinkedIn, X, and YouTube for business and institutional audiences.
- Developed the content strategy for the relaunch of Proximify's LinkedIn page, and wrote thought-leadership articles and videos, including a University of Ottawa case study.
- Developed the positioning and brand for a new web agency sub-brand serving local businesses, including outreach, pricing, quoting, and delivery.
- Led website projects end to end for Centretown businesses, including a hair studio and a law firm: met with owners to understand their goals, strengths, and challenges. Designed and built sites that reflect each business.
- Led Proximify's sponsorship of Happening Marketing 2026, including the event website and a sponsorship case study.
- Led business development campaigns, including agency partner recruitment, university outreach, and RFP responses.
- Completed a WCAG 2.2 accessibility audit (VPAT) for Proximify's web platform, Uniweb.

Content Creator

May 2022 – January 2025

- Produced modular documentation videos, building an automated pipeline so videos could be updated without re-recording when product features changed.
- Designed and built websites for university clients on a component-based CMS, from public-facing templates to components in institutional sites.
- Served as a primary point of contact for university clients through onboarding, launch, and post-launch support, including training on platform tools.
- Developed UI/UX concepts with the development team ahead of new feature builds.

Jeffery Hale Community Partners, Quebec City

May 2024 – September 2024

Intern, Community Development and Vitality

- Contributed to a plan helping program participants with disabilities become more involved in the community and gain work experience and professional development.

- Modernized the participant and member database, improving data accuracy and reporting to program staff, the board, and external stakeholders.
- Built an internal scheduling tool and trained non-technical staff on updated workflows.

Bombardier, Montréal

August 2023 – January 2024

Intern, Business Process Optimization

- Administered internal communications platforms, including SharePoint and the company intranet, improving access to key operational information.
- Delivered training sessions on updated processes and digital tools, improving adoption and reducing recurring support requests.

Other Experience

VP IT and Logistics, Happening Marketing 2026

January 2025 – April 2026

Happening Marketing 2026, Ottawa.

- Co-managed logistics for 600+ attendees including scheduling, transportation, venue coordination, and communications.
- Coordinated partnerships with local businesses for food, entertainment, transportation, and venues, including the opening ceremony and closing gala.
- Worked with photographers, videographers, MCs, and venue operators to deliver a memorable participant experience.
- Managed two directors and a team of volunteers, and ran all IT operations during the event.

Co-Coordinator, Telfer Internal Case Competition

March 2024 – March 2025

Telfer Competitions Committee, Ottawa.

- Organized the Telfer School of Management's internal case competition, managing scheduling, participant communications, and day-of operations.

Volunteer, SNACS Program

September 2015 – May 2024

Jeffery Hale Community Partners, Quebec City.

- Facilitated structured activities for elementary and high school students with disabilities in a bilingual environment.

Awards and Recognitions

Academic Delegate of the year, Jeux du Commerce; 2nd and 3rd place finishes at Jeux du commerce and JDC Central; Godparent of the year, JDC Central

Education

Honors Bachelor of Commerce (Business Technology Management) (French Immersion Stream)
University of Ottawa (Ottawa, ON)