

PROFESSIONAL EXPERIENCE

Pomp & Circumstance	Toronto, ON
<i>Professional Intern</i>	<i>April – present</i>
➤ Managed crisis communications media monitoring for BMO's transition of the AIR MILES program to Blue Rewards by tracking earned media coverage and compiling daily reports for senior communications leaders. ➤ Coordinated the execution of paid influencer campaigns across social media platforms by managing creator deliverables, tracking campaign milestones, supporting content review and assisting with the management of a \$25,000 advertising budget. ➤ Monitored and analyzed daily social media coverage for Skip (formerly SkipTheDishes), tracking campaign performance across digital platforms and reporting on earned social conversations totaling over 100 million impressions to date. ➤ Wrote pitches and secured top-tier earned media placements for clients across leading Canadian outlets including NOW Toronto, Blog TO, the Winnipeg Sun and Global News ➤ Planned, prepared and shipped mailers, including for the launch of Loblaws x Skip and for Pomp on National Cherry Day, and tracked coverage totalling over three million impressions. ➤ Executed key administrative tasks, including maintaining and updating the master media and influencer lists, developing and updating work-back schedules, liaising with vendors, preparing the media monitoring email, updating budgets and capturing comprehensive meeting notes. ➤ Supported the planning and execution of events such as Rethink Breast Cancer’s Booby Brunch and Grolsch X BEAR Steak Double Dutch Event	

Western University	London, ON
<i>Alice a Bruxelles Project Content Lead & Copyeditor</i>	<i>Sept 2024 – Sept 2025</i>
➤ Led the development editing of content for a bilingual digital exhibition, ensuring accuracy, accessibility and a cohesive visitor experience. ➤ Wrote, edited, and refined exhibition copy by translating and adapting Italian secondary sources into polished English, preserving historical accuracy, curatorial voice, and accessibility for non-specialist audiences. ➤ Edited and synchronized subtitles for multimedia content, ensuring linguistic consistency, timing precision, and adherence to editorial standards.	
<i>Bersani Project Content & Digital Archive Coordinator</i>	<i>Sept 2023 – Sept 2024</i>
➤ Organized historical documents by copyright status to create a structured permissions repository. ➤ Catalogued and organized over three thousand English and Italian primary source documents and archival materials. ➤ Collaborated with Western Libraries to develop a public-facing online archive for the collection, leveraging research and editorial skills to curate engaging content that accurately represented the historical materials featured in the Bersani exhibition.	

VOLUNTEER EXPERIENCE

MMJC Events Executive	London, ON
➤ Led the planning, promotion, and execution of student council events, collaborating with team members to deliver engaging initiatives that strengthened student involvement and community engagement.	
Western Fashion and Lifestyle Society	
➤ Shot and edited promotional communications videos showcasing styling sessions and the Revelations Fashion Show while executing campaigns and securing partnerships through internal coordination and external outreach.	

ACCOLADES AND ACCOMPLISHMENTS

Mary Helen Sweeney Graduate Scholarship
➤ Awarded to the top incoming student to Western’s Master of Media in Journalism and Communications.
Robert LaVerne Eagleson Gold Medalist
➤ Awarded to the student with the highest modular average in History, recognizing academic excellence and potential for distinguished post-graduate achievement.

EDUCATION

Western University
➤ Master of Media in Communications and Journalism, Dean's Honour List ➤ Bachelor of Social Science, Honours History Minor in Italian Language and Culture, Dean's Honour List

LANGUAGES

➤ Fluent in French and Italian
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