

# TAYLOR TOEWS

## CONTACT

204 362 7223

TAYLORJADETOEWS@GMAIL.COM

WINNIPEG MB

## PROFILE

I graduated from the Creative Communications program at RRC Polytech with a diploma in Public Relations & Communications Management. My current roles are Communications Officer with CPA Manitoba and Marketing & Communications Manager with Shear Bliss Salon & Day Spa.

## EXPERIENCE

### MARKETING & COMMUNICATIONS OFFICER

CPA MANITOBA | 2022 - PRESENT

- Work closely with Recruitment to develop marketing materials for prospective CPAs.
- Develop social media campaigns aimed at current and prospective members.
- Create and schedule daily social media content.
- Design marketing content for events such as conferences, convocations, galas, and various recruitment initiatives involving local universities.
- Write and edit speeches, press releases, news articles, website content, and email communications.
- Develop responses to highly sensitive communications with stakeholders.

### MARKETING & COMMUNICATIONS MANAGER

SHEAR BLISS SALON & DAY SPA | 2017 - PRESENT

- Create and schedule daily social media content aimed at retaining loyal clients and intriguing potential new clients.
- Created and continue to maintain the brand website.
- Write blog posts.
- Develop paid marketing campaigns on Meta and Google.
- Photograph events and products.

### COMMUNICATIONS STUDENT

EFFICIENCY MANITOBA | 2021 -2022

- Design & post social media content.
- Conduct internal and external website audits.
- Handle invoicing & various print requests.
- Create on-brand graphic designs/templates.
- Photograph company headshots & magazine features.
- Organize, brand, and create spreadsheets for various purposes (campaign tracking calendar, invoice tracking, media accruals etc.).

### CREATIVE COMMUNICATIONS STUDENT | PUBLIC RELATIONS

RED RIVER COLLEGE POLYTECHNIC | 2020 - 2022

- Crafted industry-standard projects including:
  - Strategic communication plans
  - Media kits & news releases
  - Pitch emails
  - Ad campaigns
  - Research proposals
  - Website designs
  - Event plans
  - Speeches
  - News conference planning and execution

## EDUCATION

### RED RIVER COLLEGE

CREATIVE COMMUNICATIONS | 2020 -2022

### ADVANCED GOOGLE ANALYTICS COURSE CERTIFICATE

## SKILLS

- Event planning and execution
- Website Design | WordPress, Squarespace, Wix, iMIS, and HTML/CSS
- Google SEO and Analytics
- Photography | Photoshop and Lightroom
- Video Production | Premiere Pro
- Graphic Design | InDesign, Illustrator, AdobeXD, and Canva
- Marketing | MailChimp, Facebook, Instagram, Threads, TikTok, LinkedIn, Hootsuite,
- Microsoft Programs | Word, Excel, PowerPoint, and SharePoint