Brittany Peretin  
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**SUMMARY**

Charismatic and persuasive public relations student seeking experience in the public relations world. I am an efficient writer who can communicate effectively with target audiences through strategic content and brand management, as well as campaigns. Poised and competent, I am a team builder and a natural leader who thrives in past-paced corporate environments. I am a fast learner, observant, and love to learn anything new I can take with me into my career. When it comes to social media, I am very knowledgeable and can use that to the best of my abilities.

**SPECIALTIES**

* Image management
* Media outlets
* Event coordination
* Public speaking
* Experienced writer
* People person
* Campaign specialist
* Efficient in word, excel, and power point
* Excellent organization skills
* Interested in all work given to me

**EDUCATION**Graduate of St Anne’s Catholic High school (2010-2014)   
Current Public Relations Student of St Clair College (2017-2019)

**CONTENT / MATERIAL**   
  
[LinkedIn](https://ca.linkedin.com/in/brittany-peretin-a8568212a) 🡪 Professional achievements, goals, and experiences.  
  
[Facebook](https://www.facebook.com/brittany.peretin.3) 🡪 Examples of how I promote multiple small businesses/ charities within my community.   
  
[Personal Blog](http://www.brittanyxperetin.wordpress.com/) 🡪 Example of my writing styles, as well as showing my reach to others.   
Countries Reached:Austria, Argentina, Australia, Bolivia, Brazil, Bosnia, Belgium, Cambodia, Chile, Cuba, China, Canada, Croatia, Czech Republic, and many, many more.

**Volunteer / Event Experience**

**SMILES4MILES**   
***Volunteer***   
Smiles4Miles is an organized 4V4 soccer tournament in honor of childhood cancer, directly in works with Sick Kids. I have been working as a volunteer for the last six tournaments that have been held. Having the opportunity to work as a volunteer for SMILES4MILES, I was given many jobs. The jobs I was responsible for was keeping the games on schedule, helping at the main tents with sign ins, and keeping donations organized as well as assisting in various other capacities.

**Hope 4 Mom  
*Coordinator, Handler, Social Media Outreach***   
Hope 4 Mom was an organized golf tournament in honor of my best friend’s mother, who at the time was struggling with cancer. My roles when it came to this fundraiser were such a fantastic experience. I could help coordinate the whole day. I was collecting donations, setting up teams, and creating a schedule so everyone could spend their day accordingly, as well as enjoy themselves without any worrying. I was also responsible for recruiting teams and promoting this tournament within my community. Social media was without a doubt one of the strongest assets when it came to this. It taught me how to properly promote and gain people’s attention, and to persuade them to follow through.  
  
**International Dragon Boat for The Cure**    
***Participant, Coordinator, Team Founder***   
This is a charity I have been involved with ever since I can remember. Growing up my aunt and mother had always participated in honor of a close friend’s sister who passed away due to breast cancer (Maggie’s Wings). As soon as I was of age, I jumped at the chance to become a participant. In the ninth grade, a few friends of mine and I decided to start a team of our own for our high school; Keep Calm and Row On. This was a huge success, and everyone who participated was in it 100%. It was very nice seeing the young community become so involved with something so important!

**The Organization of Canadian Women in Public Relations**   
***Toronto Chapter Launch Volunteer***   
Being a current Public Relations and Communications student, I was more than grateful to have the experience of volunteering at the Toronto launch for The Organization of Canadian Women in Public Relations. Not only was I privileged to hear a handful of amazing women and one man speak, I could conduct one on one interviews with them as well. Soaking in everything they had to say and learning as much as I can. As well, I was counted on to live tweet the event; posting about #WOMENINPRCANADA throughout my Twitter, Instagram, Snapchat and Facebook.