


Silvi Stermasi

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HIGHLIGHTS OF QUALIFICATIONS

- **Bachelor of Public Relations** program graduate with honours
- **Digital marketing expertise** proven through campaign development and metrics reporting
- **Advanced computer skills including:** MS Office (Word, Excel, PowerPoint, Outlook), Adobe Creative Suite (InDesign, Lightroom, Photoshop), and Social Media tools (Hootsuite, Buffer, Twitonomy, Iconosquare, Campaign Monitor)
- **Superior organizational skills** shown in managing multiple shifting priorities at fast-paced agency
- **Strong verbal and written communication** skills shown through pitch-writing and presentations
- **Strong interpersonal, teamwork and customer-service** skills shown through PR and events experience
- **Multilingual**, with proficiency in Italian and French

EXPERIENCE

Social Media Coordinator (contract)

Cruel Inc.

October 2016-April 2017

- Developed an all-encompassing, cross-platform social media content strategy, executed on: Facebook, Twitter, Instagram, LinkedIn, and Google+
- Developed and maintained social media content calendar
- Drove awareness and engagement through regular and relevant branded content
- Performed monthly analytic reports to measure KPIs and effectiveness across all platforms
- Monitored success of community engagement and social media plans, and proposed recommendations
- Managed recruitment process for Brand Ambassadors for experiential marketing campaigns, including launching recruitment campaign on social media
- Screened Brand Ambassador applicants, conducted interviews and made recruitment decisions


Social Media Intern

Junked Food Co.

May 2015-August 2015

- Developed and implemented social media content strategy across various platforms
- Conducted client-related research; sought out potential partnerships; wrote pitches to companies
- Assisted at special events including Crave T.O., Mac and Cheese Festival, Roundhouse Craft Beer Festival and Toronto Food and Wine Festival
- Contributed ideas in creative brainstorming sessions

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Special Events Assistant

Tito's Handmade Vodka

May 2015-August 2015

- Engaged public and promoted brand at events including concerts, tastings, private parties: provided attendees with merchandise, coordinated product tastings, communicated product benefits, and engaged with consumers
- Set-up and tear down of events
- Assisted with pre-event planning and post-event administration as needed

EDUCATION

Bachelor of Public Relations with Honours

Humber College

June 2016

Specialties: development of media kits, and communications plans; press releases, pitch letter

VOLUNTEER EXPERIENCE

Volunteer

Coast to Coast Against Cancer Foundation

March 2016

- Conducted social media audit using analytical tools; reviewed performance; presented findings
- Developed social media strategy and content strategy to boost engagement and awareness

Volunteer

Int'l Association of Business Communicators

October 2014-May 2015

- Organized volunteer events to successfully engage and motivate team
- Created year-long plan to recognize and award volunteers
- Recognized volunteers through social media, digital media, prizes and awards
- Researched and connected with potential sponsors to donate volunteer-recognition awards

References

Available upon request.