

# BORA CAGLAYAN

## SUMMARY

Strategic communications leader with close to a decade of experience advising senior leadership on corporate reputation, executive visibility, and high-stakes communications. Experienced in guiding integrated communications across corporate, brand, and executive priorities for national and global organizations. Trusted partner to senior stakeholders on issues and crisis response, media strategy, and long-term brand positioning, with a pragmatic, business-minded approach focused on clarity, alignment, and sustained impact.

## AREAS OF EXPERTISE

- Corporate & Commercial Communications
- Corporate Reputation, Issues & Crisis Management
- Executive Communications & Leadership Visibility
- National Media Relations & Editorial Strategy
- Corporate Narrative & Messaging Strategy
- Integrated Brand & Stakeholder Communications

## LANGUAGES

English ● ● ● ● ●  
Turkish ● ● ● ● ●  
Italian ● ● ● ● ●

## EDUCATION

HONOURS, B.A. | MEDIA STUDIES  
UNIVERSITY OF TORONTO  
2012 - 2017

## CONTACT

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## EXPERIENCE

### PR ACCOUNT SUPERVISOR

ZEROTRILLION | JULY 2025 - PRESENT

- Lead integrated PR and communications programs for consumer, lifestyle, and destination brands across Canada, the U.S., and Europe, including Canada Soccer during the lead-up to FIFA World Cup 2026, alongside Paula's Choice, YETI, OmniBiotic, Grown Brilliance, Birch Event Design, and Niagara Falls Tourism
- Serve as senior strategic counsel to client leadership, advising on brand positioning, executive visibility, reputation management, and long-term communications strategy in highly competitive, high-profile categories
- Partner with executive stakeholders on corporate messaging, narrative development, and reputational positioning across key markets
- Provide issues and crisis communications support, including scenario planning, real-time media response, and message development in collaboration with executive and cross-functional stakeholders
- Oversee earned media strategy, editorial planning, and narrative alignment across markets, ensuring alignment with commercial objectives and reputational priorities
- Lead and mentor account teams while managing multi-market scopes, agency workflows, and client relationships

### SENIOR CONSULTANT

PROOF STRATEGIES | JANUARY 2024 - JUNE 2025

- Led national PR, media relations, and reputation management programs across Proof's Consumer, Tech, and Corporate & Financial practices for major global and Canadian brands including TikTok, Campbell's Canada, LCBO, Purina, Loblaw, Accenture, Audible, Lyft, and Corby
- Acted as a senior advisor on high-stakes issues and crisis management, including providing counsel to TikTok Canada amid regulatory scrutiny, public policy sensitivity, and sustained media attention
- Led integrated communications and content strategies for multiple Campbell's Canada brands, aligning closely with U.S. teams to ensure global consistency and local market relevance
- Built and maintained strong relationships with national business, consumer, and trade media, securing sustained top-tier coverage across CPG, food & beverage, and technology sectors
- Provided strategic counsel to senior stakeholders on brand positioning, risk mitigation, and long-term reputation management

### MANAGER, CORPORATE & EXECUTIVE COMMUNICATIONS (DPN CANADA)

VERITAS COMMUNICATIONS | MARCH 2022 - DECEMBER 2023

- Led corporate and executive communications across four agencies within Stagwell's Doner Partners Network Canada, supporting C-suite and leadership teams across Canada and the U.S.
- Supported corporate and executive communications programs for major organizations including Microsoft, Labatt Breweries, Loblaw Companies Limited, and Canadian Tire, spanning leadership visibility, thought leadership, and reputation management
- Advised senior leadership on communications during mergers and acquisitions, leadership transitions, and organizational change, working closely with executive, legal, and HR stakeholders
- Served as senior reviewer on high-stakes, reputationally sensitive communications, ensuring clarity, alignment, and risk awareness prior to publication
- Played a key role in shaping agency-wide narrative, positioning, and external visibility across earned, owned, and leadership channels

### PUBLICIST FOR CEO (EXECUTIVE COMMUNICATIONS)

VERITAS COMMUNICATIONS | FEBRUARY 2021 - FEBRUARY 2022

- Served as strategic advisor and publicist to the CEO, leading executive communications, media relations, social presence, and leadership positioning initiatives
- Secured high-profile media coverage and international speaking engagements, including the United Nations General Assembly World Women's Forum, supporting corporate growth, reputation, and stakeholder credibility

### SENIOR ACCOUNT EXECUTIVE

RP COMMUNICATIONS | SEPTEMBER 2018 - JANUARY 2021

- Directed PR, media, and social programs for major organizations across Canada and the U.S., securing national coverage and supporting high-profile events, including those featuring U.S. President Barack Obama

### ACCOUNT EXECUTIVE

THE MINT AGENCY | MAY - AUGUST 2018

- Supported PR and experiential campaigns for consumer and technology brands including Nordstrom, Hershey, and Google, contributing to earned media, event execution, and brand storytelling

### ACCOUNT COORDINATOR

NKPR | APRIL 2017 - APRIL 2018

- Supported influencer, media, and event programs across lifestyle brands, contributing to media outreach, partnerships, and campaign execution