

BORA CAGLAYAN

SUMMARY

Strategic communications leader with extensive experience designing and executing integrated PR, marketing, and digital strategies for leading national and global brands across North America and international markets. Expertise spans media relations, influencer engagement, executive positioning, and brand strategy across Consumer, Technology, Lifestyle, and Entertainment sectors. Proven ability to align communications initiatives with business objectives, drive stakeholder engagement, and deliver measurable outcomes that support growth and reputation.

AREAS OF EXPERTISE

Strategic Corporate Communications
Executive Profiling & Thought Leadership
Integrated Marketing Communications
Crisis & Issues Management
Media Relations
Stakeholder Engagement
Influencer Marketing

LANGUAGES

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

EDUCATION

HONOURS, B.A. | MEDIA STUDIES
UNIVERSITY OF TORONTO
2012 - 2017
Co-op PR Intern at Bell Media

CONTACT

caglayanbora@gmail.com
www.boracaglayan.com



EXPERIENCE

PUBLIC RELATIONS ACCOUNT SUPERVISOR

ZEROTRILLION | JULY 2025 - PRESENT

- Leading integrated PR, social media, and communications strategies for clients across Canada, the US, and EU in partnership with the Global PR Director
- Providing senior-level counsel and oversight across all phases of execution, managing high-value accounts, budgets, scopes, and cross-functional teams
- Directing and mentoring account teams in earned media and influencer relations, securing impactful coverage and cultivating long-term partnerships
- Building and maintaining senior client relationships, identifying opportunities for organic growth and contributing to new business strategy and pitches

SENIOR CONSULTANT

PROOF STRATEGIES | JANUARY 2024 - JUNE 2025

- Led the development and execution of integrated PR, media, influencer relations, crisis communications, and social media strategies, while supporting senior teams in key client campaigns and ensuring effective project execution
- Fostered strong relationships with consumer, tech, finance, and corporate clients, influencers, media, and stakeholders, identifying growth opportunities and driving business development
- Took on leadership responsibilities in project management, budgets, strategy development, and execution, contributing to new business opportunities

AGENCY PUBLICIST, DONER PARTNERS NETWORK CANADA

VERITAS COMMUNICATIONS | MARCH 2022 - DECEMBER 2023

- Reporting to the CEO, drove integrated PR, media, executive profiling, social media, and communication strategies across four Canadian Stagwell agencies within the Doner Partners Network (DPN)
- Managed executive profiling and thought leadership for agency C-suite and key clients, securing media coverage and building relationships with trade media
- Led cross-agency social media strategies, ensuring consistency across all platforms and agencies
- Contributed to new business development by supporting proposal creation and strategic initiatives for top-tier clients

PUBLICIST FOR CEO

VERITAS COMMUNICATIONS | FEBRUARY 2021 - FEBRUARY 2022

- Developed and managed the CEO's personal and professional brand as a corporate thought leader
- Oversaw all media relations, executive profiling, thought leadership initiatives, speaking opportunities, and social media partnerships
- Led and executed strategies for CEO's personal and company social media channels, ensuring consistent messaging and visibility
- Secured high-profile media coverage and strategic speaking opportunities, strengthening the CEO's industry presence

BRAND & COMMUNICATIONS MANAGER

POM POM FLOATS | APRIL 2019 - JANUARY 2021 (FREELANCE)

- In a freelance capacity, led PR, marketing, social media, influencer relations, and branding strategies to enhance brand visibility
- Drove successful brand collaborations with celebrity influencers, amplifying audience reach
- Grew brand's social media following to 10K+ through strategic content and engagement

SENIOR PUBLICIST

RP COMMUNICATIONS | SEPTEMBER 2018 - JANUARY 2021

- Managed PR, media, and social strategy for talent and organizations across Canada and the U.S., securing national coverage and leading high-profile events — including hosting President Barack Obama.

ACCOUNT EXECUTIVE

THE MINT AGENCY | MAY - AUGUST 2018

- Led event logistics, creative direction, and media strategy for Le Dîner en Blanc Toronto; supported marketing team on influencer campaigns, experiential marketing, and events

ACCOUNT COORDINATOR

NKPR | APRIL 2017 - APRIL 2018

- Supported influencer campaigns, media partnerships, and events; created press materials and conducted media monitoring using tools like MRP, Cision, Meltwater, and Klear