

# BORA CAGLAYAN

## SUMMARY

Strategic PR and Communications leader with close to a decade of experience guiding corporate, brand, and executive communications for national and global organizations. Trusted advisor to senior leadership on reputation management, issues and crisis response, executive communications, and national media relations, with a pragmatic, business-minded approach focused on clarity, alignment, and long-term brand trust.

## AREAS OF EXPERTISE

- Corporate & Commercial Communications
- Corporate Reputation, Issues & Risk Management
- Executive Communications & Leadership Visibility
- National Media Relations & Editorial Governance
- Sustainability, CSR & ESG Communications
- Integrated Brand, Stakeholder & Employee Communications

## LANGUAGES

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

## EDUCATION

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

## CONTACT

caglayanbora@gmail.com  
+1 (647) 920-2201  
www.boracaglayan.com



## EXPERIENCE

### PR ACCOUNT SUPERVISOR

ZEROTRILLION | JULY 2025 - PRESENT

- Lead integrated communications and national media relations programs for consumer, lifestyle, and destination brands across Canada, the U.S., and Europe, including Canada Soccer, Niagara Falls Tourism, YETI, OmniBiotic, Grown Brilliance, and Birch Event Design
- 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
- 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 consistency with commercial priorities and reputational considerations
- 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 teams for major global and Canadian brands including TikTok, Campbell's Canada, LCBO, Purina, Loblaw, Accenture, Audible, Lyft, and Corby
- Played a key role in issues and crisis management, including advising TikTok Canada amid regulatory scrutiny, public policy sensitivity, and heightened media attention
- Managed communications for multiple Campbell's Canada brands – including Snack Factory Pretzel Crisps, Campbell's Red & White Soups, Snyder's of Hanover, and Goldfish Crisps – while coordinating closely with U.S. teams for global alignment
- Built and maintained strong relationships with national business, consumer, and trade media, securing sustained top-tier coverage across food & beverage, CPG, and technology sectors
- Provided strategic counsel to senior stakeholders on brand positioning, risk mitigation, and long-term reputation management

### AGENCY PUBLICIST, DONER PARTNERS NETWORK CANADA

VERITAS COMMUNICATIONS | MARCH 2022 - DECEMBER 2023

- Led corporate, internal, and external communications across four agencies within Doner Partners Network Canada, supporting leadership teams operating within a global holding company environment
- Supported corporate and executive communications programs for major organizations including Microsoft, Labatt Breweries, Loblaw, 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

### PUBLICIST FOR CEO

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 2022 United Nations General Assembly World Women's Forum, supporting corporate growth, reputation, and stakeholder credibility

### SENIOR PUBLICIST

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 tech brands like Nordstrom, Hershey, and Google

### ACCOUNT COORDINATOR

NKPR | APRIL 2017 - APRIL 2018

- Supported influencer, media, and event programs across lifestyle brands