

## PROFILE

Strategic communications leader with nearly a decade of experience advising executives, protecting organizational reputation, and leading integrated communications and public relations programs across North America. Trusted advisor to senior leadership teams on executive visibility, stakeholder engagement, corporate affairs, reputation management, and business critical communications.

## CORE EXPERTISE

Corporate & Exec Communications  
PR & Media Relations  
Reputation & Crisis Management  
Integrated Communications  
Brand Strategy  
Executive Visibility & Thought Leadership  
Team Leadership  
Stakeholder Engagement

## SELECT CLIENTS

- Canada Soccer
- TikTok
- Microsoft
- Nestlé Purina
- Campbell's
- Loblaw Companies
- Canadian Tire
- Paula's Choice
- Omni-Biotic
- LCBO
- Lyft
- Labatt Breweries
- Niagara Falls Tourism

## LANGUAGES

**English** (Native)  
**Turkish** (Native)  
**Italian** (Fluent)

## EDUCATION

Honours, B.A | Media Studies  
**University of Toronto**  
2012 - 2017

## EXPERIENCE

### SENIOR PR MANAGER, NORTH AMERICA

ZEROTRILLION | JULY 2025 – PRESENT

- Lead integrated communications programs across Canada, the US, and EU for organizations including Canada Soccer, Paula's Choice, Omni-Biotic, Birch Event Design, Niagara Falls Tourism, SoluPet, YETI, and Grown Brilliance
- Serve as senior strategic advisor to client leadership on brand positioning, executive visibility, stakeholder communications, reputation management, and long-term communications planning
- Develop and lead integrated communications initiatives spanning earned media, influencer engagement, executive profiling, thought leadership, partnerships, and social amplification
- Lead media relations strategy and day-to-day program execution while directing narrative development, editorial planning, and communications alignment across multiple markets
- Provide issues and crisis communications counsel, including scenario planning, messaging development, executive guidance, and media response support
- Lead cross-functional teams across PR, influencer, creative, strategy, and social disciplines while overseeing client relationships, budgets, workflows, and program delivery

### SENIOR CONSULTANT

PROOF STRATEGIES | JANUARY 2024 – JUNE 2025

- Led national communications, media relations, and reputation management programs for organizations including TikTok Canada, Campbell's Canada, Purina, LCBO, Lyft, Audible, Accenture, Loblaw Companies Limited, and Corby
- Served as senior communications advisor on issues and crisis management initiatives, including counsel to TikTok Canada amid heightened regulatory scrutiny, public policy sensitivity, and sustained media attention
- Developed integrated communications programs across PR, influencer, social, and executive visibility channels aligned to business, brand, and reputation objectives
- Led thought leadership, stakeholder communications, media strategy, and executive positioning initiatives across consumer, corporate, technology, and financial sectors
- Built and maintained strong relationships with national business, consumer, and trade media while mentoring junior team members and coordinating cross-functional agency teams

### MANAGER, CORPORATE COMMUNICATIONS (DPN CANADA)

VERITAS COMMUNICATIONS | MARCH 2022 – DECEMBER 2023

- Led corporate and executive communications initiatives across Stagwell's Doner Partners Network Canada, supporting leadership teams across Veritas, Meat & Produce, Dyversity, and DonerNorth
- Directed executive communications and reputation management programs for Microsoft Canada, Loblaw Companies Limited, Canadian Tire, and Labatt Breweries
- Advised senior leaders through mergers and acquisitions, organizational change, leadership transitions, and reputationally sensitive issues
- Served as senior reviewer on high-profile communications materials, ensuring strategic alignment, message clarity, risk mitigation, and executive readiness
- Advanced agency positioning, executive visibility, thought leadership, and external communications across earned, owned, and leadership channels

### PUBLICIST FOR CEO

VERITAS COMMUNICATIONS | FEBRUARY 2021 – FEBRUARY 2022

- Served as strategic advisor and publicist to the CEO, leading executive communications, media relations, thought leadership, social strategy, and leadership positioning
- Secured high-profile media coverage and international speaking opportunities, including participation in the United Nations General Assembly World Women's Forum

### SENIOR ACCOUNT EXECUTIVE

RP COMMUNICATIONS | SEPTEMBER 2018 – JANUARY 2021

- Supported PR, media relations, executive visibility, and stakeholder communications programs across Canada as well as high-profile events and stakeholder engagement initiatives, including communications surrounding appearances by former U.S. President Barack Obama

### ACCOUNT EXECUTIVE

THE MINT AGENCY | MAY – AUGUST 2018

- Supported integrated PR and experiential marketing programs for consumer and technology brands including Nordstrom, Hershey, and Google

### ACCOUNT COORDINATOR

NKPR | JAN 2017 – APRIL 2018

- Supported influencer relations, media outreach, partnerships, and event programs across lifestyle and consumer brands