

COMMUNICATIONS SPECIALIST



Ms. Kate Cook

Public Relations Practitioner - Social Media Consultant



ThinkInnovation GmbH
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Languages spoken
English (mother tongue)
French (basics)

Career

- Marketing Assistant in the interior design business, responsible for external press relations and creative marketing.
- Communications Associate responsible for writing internal publications and managing web communication initiatives for a national audience.
- Communications Specialist in IT industry, responsible for customer relationship management, project management for international projects (Canada & China), social media consultancy.

Education

- Bachelor of Applied Communications (PR) from Mount Royal University – focus on PR writing, international PR, media relations.

Core Competencies

- Creative and resourceful thinking,
- Ability to make quick and excellent decisions and organize thoughts in the face of time constraints and full workload,
- Strong team player with remarkable interpersonal skills,
- Sound knowledge and understanding of communications tools and public relations techniques,
- Ability to identify and explore public relations opportunities, which are both strategic and cost effective,
- Managing events and launching communications initiatives,
- Proven ability to prepare comprehensive media materials,
- Fantastic organizational and budget management skills,
- Strong ability to prioritize between numerous projects and responsibilities,
- Excellent oral and written communications skills and strong editing,
- Skills for all forms of media and internal communications,
- Ability to use a wide range of information and communication technology systems.

Specialities

Public Relations (PR) writing:

- Adaptable to varying styles and audiences,
- Employ research and creativity to deliver effective written communication,
- Communication plans (develop and deliver strategic plans that include objectives, strategies and tactics to meet specific organizational goals),
- Publications (Quarterly Reports, newsletters, e-zines, brochures),
- Technical writing (instructions, manuals),
- Creative briefs.

Editing and proofreading:

- Improve readability (brevity, clarity and simplicity),
- Ensure proper grammatical delivery,
- Web content,
- Press releases and stories (Internal and external),
- Media kit materials (feature articles, fact sheets, backgrounders),
- Radio ads and PSAs,
- Internal and external letters to a targeted audience,
- Speeches (For C.E.O. and presenters),
- Blogging.

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Professional Experience

ThinkInnovation GmbH

Communications Specialist

- Design and write marketing materials (web content, brochures, online initiatives),
- Write and edit internal and external communications,
- Complete communication projects for international clients (writing web content, press releases, employ social networking strategies),
- Provide daily English coaching to German-speaking students (oral and written).

Bayer CropScience Inc.

Marketing and Communications Assistant

- Research and write internal publications: "The Q Report" and Sales and Marketing newsletter "The Dirt.",
- Maintenance of company's Intranet using CMS Time to Web,
- Publish timely news stories,
- Daily proofreading/editing,
- Assist HR with its employee communications.

Bayer CropScience Inc.

HR and Communications Associate

- Implemented employee orientation website: research company materials, wrote all website content, liaised with external web developers, produced all internal communications promoting the site and attained positive user feedback,
- Completed Intranet web audit,
- Implemented employee training platform and handled all related communications.

Ethan Allen Interior Design Centre

Marketing and Communications Assistant

- Assisted management with external and internal communication, including writing for the web and news releases to the public,
- Produced creative radio advertisement,
- Assisted in the planning and fundraising for three Ethan Allen Gala events and one style seminar.

Calgary Jewellery's 50th Anniversary Gala

Assistant to the Project Coordinator

- Researched and communicated with several different organizations in order to stay within the budget of the event,
- Assisted project coordinator and creative team to create a magical atmosphere for over 750 guests.,
- Coordinated 14 evening volunteers and worked with videographer to ensure proper shots were achieved.