

# Stephen Andrews

## Contact Me

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sandrewspr.ca

## Education

### MOUNT SAINT VINCENT UNIVERSITY

Bachelor of Public Relations  
Co-operative Route  
Minor: Communicative Technology  
2011 - 2016

## Areas of Expertise

Copy Creation  
Internal Communications  
Social Media Management  
Online Community Growth  
Strategic Communication  
Client & Account Management  
Search Engine Optimization  
Video Capture & Editing  
Design  
Internal Communications

## Employment

### SIMPLYCAST

- Success Specialist | Dec 2017 - Present | Dartmouth, NS
- Managed the Hands-Free service by creating, delivering, and optimizing campaigns for clients.
  - Supported the Sales team by writing and designing one pagers and collateral materials for prospective clients.
  - Created and monitored program budget and financial forecasts.
  - Provided strategic insight on digital communication through SimplyCast's 20+ channels.
  - Drafted and distributed press releases to newswires and media outlets while coordinating follow up interviews.
  - Improved website and blog through the optimization of keywords and SEO best practices.
  - Aided in the development and launch of SimplyCast's Channel Select White Label Reseller program.

### SIMPLYCAST

- Jr. Digital Copywriter | Mar - Nov 2017 | Dartmouth, NS
- Drafted blogs highlighting SimplyCast's channels, application usages, interest stories, and industry advantages.
  - Developed 52 weeks of content including email courses, scripts, and hosted webinars for the Digitize Your Firm initiative.
  - Oversaw and designed email headers, brochures, and one-pagers for client and corporate use.
  - Managed SimplyCast's and EmergHub's social media channels on Facebook, Twitter, and Instagram.
  - Drafted and designed the quarterly newsletter.

### NOVA SCOTIA POWER

- Communications Specialist | Nov 2015 - Sept 2016 | Halifax, NS
- Oversaw internal newsletter, *Powergram*, creation including contributing written pieces and designing layout.
  - Supported launch of a Gold Quill award winning YouTube series, the Storm Wars Trilogy.
  - Managed employee communications around new products and service offerings.
  - Represented Nova Scotia Power with customers and online for the company 2016 Get Pumped Summer Tour.
  - Maintained the external Nova Scotia Power site and intranet with articles, internal memos, news releases and proofreading.

### NATIONAL PUBLIC RELATIONS

- Coordinator | Sept - Nov 2015 | Halifax, NS
- Drafted client workback schedules, site maps and scoped memos.
  - Created and tracked social media messaging and promotional ads on Facebook and Twitter.
  - Edited and proofed documents, proposals, websites, and presentation materials.
  - Sourced products and services from local companies.
  - Performed daily media monitoring and reporting for clients on various platforms including Sysomos, InfoMart, Factiva and Google News.
  - Oversaw design materials production between the client and creative resources.

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## Proficiencies

Microsoft Office Suite  
Adobe Photoshop  
Adobe InDesign  
Adobe Premiere Pro  
Adobe Elements Pro  
Google Office  
SimplyCast Marketing Automation  
WordPress  
Wix

## References

Available upon request

### NOVA SCOTIA POWER (CO-OP 3)

Communications & Public Affairs Co-op Student | 2015 | Halifax, NS

- Designed and wrote articles for the weekly internal newsletter, *Powergram*.
- Updated the external Nova Scotia Power website using WebOne CMS and the intranet using SharePoint.
- Performed daily social media monitoring, message creation and management of corporate assets
- Created two communication plans to install new communication outlets to interact with external audiences.
- Filmed and edited interviews for the mid-year update and Tomorrow's Power website.

### BELL ALIANT (CO-OP 2)

Communications Coordinator | 2014 | St. John's, NL

- Organized events and created press kits for the Bell Let's Talk Community Fund in Atlantic Canada.
- Updated the communications plan, created social media and messages for Mental Illness Awareness Week.
- Managed daily spreadsheets to track the Bell Aliant 2014 United Way campaign.
- Composed social media messages to highlight community events and promote not-for-profit organizations and assisted in maintaining the social media calendar.

### FISHERIES & OCEANS CANADA (CO-OP 1)

Assistant Communications Specialist | 2014 | St. John's, NL

- Monitored and clipped provincial media articles pertaining to the organization's interests and stakeholders.
- Collaborated on the composition of monthly messages for the Regional Director General to distribute throughout the organization.
- Planned two successful events designed to draw attention to the ideals of multiculturalism and diversity.

## Volunteer Experience

### IABC MARITIME CANADA

Director of Administration & Webmaster | July 2017 - Present | Halifax, NS

- Annotated monthly meeting minutes and organized Google Drive archive.
- Designed, planned and budgeted for a new website page.
- Oversaw employment postings for the IABC Maritime Canada jobline and payment collection from posters.
- Updated and maintained the IABC Maritime Canada website.

Director of Social Media | July 2016 - 2017 | Halifax, NS

- Posted on social media channels to generate awareness for the events, awards, and industrial topics.
- Created and tabled a social media budget with respect to yearly financials.
- Initiated a social media communication plan and measurement objectives.
- Designed and delivered crafted visuals for event promotion.