

MERCEDES FINDLAY

Communications and Content Consultant, Writer

PROFILE

Senior consultant with over 15 years of experience enabling meaningful connection with target audiences through strategic communications, content marketing and public and media relations.

CONTACT DETAILS

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SKILLS

- Advanced strategic communications and content marketing strategy development.
- Advanced copywriting and editing skills for a range of formats, styles and platforms.
- Proficient in project management with multiple outcomes and stakeholders.
- Excellent ability to work independently, under pressure and on deadline.
- Experienced with Microsoft office suite, including PowerPoint, media monitoring software (Cision, Meltwater, Agility PR), Canva, Adobe Acrobat and InDesign, Google Analytics, Virtual Communications (Zoom, Hangouts, Skype, Microsoft Teams) Content Management Software (CoSchedule, Meltwater, Hootsuite, Buffer), Project Management Software (Asana, Slack).

EMPLOYMENT HISTORY

Communications and Content Consultant, Writer

Black Coffee Communications | 2016 - Present

- Create communications and content strategy to convey vision, mission, goals, and key messages in unique organizational voice to advance business goals. Includes audience and business research.
- Develop and write tailored content and copy for internal and external communications, online, social media, blogs, newsletters, grants and proposals.
- Development and implementation of tailored public relations strategy, media relations outreach and cultivation. Includes press release creation and distribution, media monitoring and analysis.
- Source, develop, and maintain key sponsorship and business collaborations and partnerships to serve business development objectives.

Client Highlights

Culture Days National | 2016 - Present

- Media relations strategy resulted in an overall 30% increase in media coverage to date since 2016, including securing critical national and local coverage.
- Managed national sponsorship relationships with CTV and CBC.
- Conducting media training and support for national and provincial leadership

Life With A Baby Inc. and Foundation | 2018 - Present

- Development and management of content marketing strategy to grow membership and optimize opportunities to monetize content elements and social media platforms.
- Content Writing and curation including bi-monthly newsletter (The Village), email campaigns, social media content and copy.
- Development and writing of plans and proposals to secure new funding and revenue sources including grants, corporate and community investment partnerships and sponsorships, and private investors.
- Copywriting for full website refresh for lifewithababy.com
- Management partner campaigns including Bell Let's Talk with Bell Canada Inc., Indigo Books and Music Wellness and Baby initiatives and Knowledge First Financial, among others.

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EMPLOYMENT HISTORY CONTINUED

Client Highlights

RCATSONE | April 2019 to Present

- Technical writing (telecommunications testing equipment and wireless technology) for sales & marketing and social media content.
- Website refresh, all content copy and web UX (In process).

Maholi Inc. and Maholi Apparel | April to December 2019

- Developed Branding, Content Marketing and Social Media Strategies for brand launch.
- Content Writing, including all website copy, social media content, blog posts, product descriptions and web UX.

Ethnicity Multicultural Marketing + Advertising | 2018

- Copywriting for marketing, media, social media, and proposals for various clients including Kruger, Public Mobile, CAA Central Ontario, Canada Dry, Purex and Koodo.
- Copywriting for full website refresh for the Ethnicity agency itself and the Canada-India Business Council.

Community Investment Representative

Bell Media | 2013 to 2016

- Responsible for vetting and approval of all charitable sponsorship requests for CTV Toronto, and management of approved relationships and fulfilment. Partners included Toronto Caribbean Carnival, Pride Toronto, Kids Help Phone, Big Brothers Big Sisters Toronto, Canadian Film Fest, Inside Out Film Festival, Rouge Valley Hospital Foundation, and Colon Cancer Canada among others.
- Responsible for full management of signature internal CTV Toronto community investment initiative, Toy Mountain. Included sponsorship/partnership development and management with corporate and community partners including GTA Ford, Walmart, Best Buy, and Marshalls. Grew sponsorship roster and financial contribution by 30%.
- Developed employee volunteer and charity engagement opportunities, as well as internal fundraising activities and initiatives in support of corporate charitable priorities such as 'Bell Let's Talk Day' and 'Walk So Kids Can Talk' for Kids Help Phone.

Associate Manager, Brand Partnerships

Bell Media | 2012 to 2013

- Identified and developed brand integration, sponsorship, and partnership opportunities with retail clients and agencies for CTV and CP24.
- Development of brand placement and integration, news coverage, contesting, segment sponsorship and custom solutions to increase the impact of advertising media buys.
- Acted as liaison between internal departments such as News, Legal, Digital, Marketing, Sales, and clients/agencies to develop mutually beneficial collaborations.

Media Strategist

Bell Media | 2008 - 2012

- Operating as part of Bell Media's internal advertising agency, developed and executed external multi-platform media plans including out-of-home, online, print, television and radio for all properties under the Bell Media umbrella. These included all local affiliate stations, national and specialty television channels and radio stations such as Discovery, CTV, TSN, Much, MTV Canada, CHUM FM, Virgin Radio, and Space.
- Planned and executed national and regional market research and analysis and budget preparation.

ACADEMIC PROFILE

Ryerson University

Bachelor of Applied Arts, Radio & Television 2002

- Awarded John Q.C. Multicultural Scholarship

School of Continuing Studies, University of Toronto

Foundations of Digital Communications Strategy & Social Media

- Strategic approach to digital communications to achieve business goals
- Integration of digital, social and mobile platforms into a strategic business and marketing communications program

Foundations of Strategic Public Relations

- Analysis of the types of problems, opportunities, issues and situations PR practitioners navigate
- Use of traditional and new techniques and social media to help solve business challenges faced by private, public and not-for-profit organizations