

Anne Boetto

Communications • Content Strategy • Brand Storytelling

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CONTACT INFORMATION



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CORE SKILLS

Strategic Communications & Planning

Executive Messaging & Speechwriting

Multi-Channel Content Development

Digital & Web Communications

Member Engagement & Feedback Strategy

Brand Voice & Editorial Standards

Project & Stakeholder Management

Analytics & Performance Reporting

Event Communications

Team Leadership & Collaboration

EDUCATION

HONOURS BACHELOR OF ARTS,
ENGLISH

York University

EVENT AND MEETING
MANAGEMENT CERTIFICATE

George Brown College

WORK EXPERIENCE

MANAGER, COMMUNICATIONS & MEMBER ENGAGEMENT

Toronto Regional Real Estate Board | November 2025 - Present

- Oversee TRREB's Member communications strategy and ensure consistent, aligned messaging across all channels.
- Develop communication plans that strengthen Member engagement and support key programs and platform updates.
- Manage the Communications Specialist as a direct report, providing coaching, workflow guidance, and performance evaluation.
- Produce Member-facing content including headlines, eblasts, newsletters, speeches, video scripts, and webpages.
- Direct major publications and deliverables, including the Market Outlook & Year in Review and Annual Highlights.
- Support executive messaging and coordinate President's communications and Member/public correspondence.
- Lead communication planning for major TRREB events, including REALTOR® QUEST.
- Gather and analyze Member feedback through surveys and focus groups to inform communication strategies.
- Uphold TRREB brand standards and ensure consistency across platforms and materials.

CONTENT WRITER

COMMUNICATIONS & GOVERNMENT RELATIONS

Toronto Regional Real Estate Board | April 2023 - November 2025

- Developed high-quality, accurate, and engaging content for Member updates, industry announcements, platform launches, and advocacy initiatives.
- Maintained a consistent TRREB brand voice across all Member-facing content, including newsletters, eblasts, speeches, reports, columns, blogs, and podcast scripts.
- Created content for TRREB.ca, the Member site, government submissions, news releases, and executive messaging.
- Played a key role in planning and executing communications for major initiatives such as REALTOR® QUEST, Market Outlook, and Member surveys.
- Worked cross-functionally with internal teams and leadership to ensure clarity, alignment, and timely delivery of communications.
- Ensured all written materials adhered to TRREB's editorial standards, legal requirements, and accuracy expectations.

FREELANCE SOCIAL MEDIA MANAGER & STRATEGIST

Boetto Digital | August 2019 - March 2023

- Optimized social media accounts for clients by identifying weaknesses and implementing strategies to enhance overall engagement
- Crafted compelling content with consistent messaging and brand voice that resonated with target audiences
- Curated eye-catching posts to maintain a cohesive aesthetic
- Leveraged Shopify to design and distribute attention-grabbing marketing emails to effectively promote products and/or services
- Assessed performance through data-driven insights and analytics which enabled an agile approach to navigating future strategies
- Managed promotions using Facebook Business Manager, effectively reaching target audiences and maximizing ROAS



WORK EXPERIENCE

COMMUNICATIONS LEAD

GLOBAL WEALTH & ASSET MANAGEMENT TECHNOLOGY

Manulife Financial | January 2017 - April 2019

- Served as the trusted communications partner to the Global Head of Wealth and Asset Management (GWAM) Technology, overseeing communication initiatives
- Created communication strategies and initiatives to engage and inform over 1400 employees across Boston, Toronto, Montreal, Waterloo, Manila, and Cebu
- Provided communications support to the GWAM Technology leadership team
- Orchestrated comprehensive communication plans for projects, programs, and events through an array of channels
- Produced compelling content, including videos, graphics, and presentations, for quarterly town halls
- Crafted and managed content for the GWAM Technology Yammer group and SharePoint Online community website
- Mentored and developed co-op students providing guidance and support in their professional growth and project execution.
- Led the development and execution of the annual communication plan, outlining key objectives, initiatives, and deliverables

SOCIAL MEDIA CONTENT SPECIALIST

INVESTMENT DIVISION TECHNOLOGY

Manulife Financial | October 2015 - January 2017

- Led content creation initiatives for both external and internal platforms, driving engagement and brand visibility across multiple channels
- Integrated and produced compelling video communications for the organization through creating scripts, filming, and editing.
- Offered strategic communications support to the Senior Vice President & Chief Information Officer, crafting announcements, presentations, and speaking notes for internal and external speaking engagements.
- Ghostwrote for executive leadership and ensured consistent and impactful messaging across various communication channels.
- Collaborated with Manulife's global innovation hub, the Lab of Forward Thinking (LOFT), to create communications, videos, and content for projects within LOFT, fostering innovation and knowledge-sharing.
- Managed social media coverage for LOFT events, such as hackathons, Design Thinking Workshops, and the LOFT Speaker Series, amplifying brand presence and engagement.
- Organized the communication efforts for town halls and events, ensuring seamless execution and alignment with organizational objectives

ASSISTANT TO THE SEVP & CHIEF INVESTMENT OFFICER

INVESTMENT DIVISION

Manulife Financial | August 2010 - October 2015

- Provided administrative support to the SEVP & Chief Investment Officer
- Responsible for responding to a high volume of requests, creating meeting materials, and acting as liaison to the CIO
- Arranged travel and created detailed travel itineraries
- Compiled, monitored and approved expense reports and Accounts Payable requests

PROJECT COORDINATOR

RESEARCH AND DEVELOPMENT

Visual Defence Inc | 2009 - 2010

- Introduced actiTIME (time-tracking system) to the department
- Edited documentation outlining the process of Research and Development at VDI
- Implemented and maintained a document designed to keep track of departmental use of Microsoft Technical Advisory time

IMAC (INSTALL, MOVE, ADD AND CHANGE) COORDINATOR AND EXECUTIVE ASSISTANT

BUSINESS SYSTEMS AND SUPPORT

YM.Inc | 2008-2009

- Wrote proposals and memos for the GM of Business Systems and Support
- Coordinated installations and de-installations of POS (point of sale) equipment
- Trained store managers and district managers - responsible for overseeing training of POS new-hires