

To the hiring committee:

I'm an experienced communications professional who tells compelling stories, creates high-quality content, and provides thoughtful analysis and advice.

My superior writing skills and broad experience in internal and external outreach make me a versatile team member – I've written newsletters, client stories, and annual reports, edited and proofed high-level copy, promoted staff fundraising campaigns, and supported an organization-wide response to COVID. I work closely with co-workers, managers, executives, board members, clients, and reporters to plan and deliver the best possible communication strategies.

[You can find writing samples at my online portfolio.](#)

I look forward to bringing my experience to your team!

All the best,
Tina

Tina Siegel
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Profile

Versatile and creative communications professional with 20 years of experience in public, private, and non-profit environments with superior writing and editing skills. Consistently produces polished, compelling content that supports key messages, priorities, and goals. Key contributor to planning and execution of outreach and crisis communication strategies. Effectively adjusts content for multiple audiences, platforms, and purposes. I help organizations tell their stories. [View writing samples at my online portfolio.](#)

Areas of Specialty

- Writing, editing, and proof-reading
- Internal and external communications planning
- Developing effective communication products
- Stakeholder consultation and engagement
- Relationship building
- Crisis communications

Technical Skills

- Advanced: Office 365, G-suite, Meltwater, CNW
- Intermediate: Hootsuite, Excel, Powerpoint
- Basic: Wordpress

Experience

Senior Strategic Communications Planner (contract)

Northern Ontario Heritage Fund Corporation (October 2024 – present)

- Coordinates communication on announcement approvals to maximize efficiency
- Proof-reads copy to eliminate errors, maximize impact, and highlight key messages
- Oversees NOHFC style guide to support consistent, effective content and messaging
- Conducts relevant research and provides clear summaries that emphasize key information

Communication Staff (part-time)

Nadia Verrelli Campaign (March 2024 – April 2024)

- Wrote persuasive short and long-form copy that successfully delivered key messages
- Adapted central messaging to connect with local issues and support campaign goals
- Adjusted content tone and format to maximize impact on various channels
- Contributed to planning and execution of efficient election day operations

Communication Specialist

March of Dimes Canada (May 2021 - Mar 2024)

- Co-led the development and writing of annual reports that demonstrated impact
- Contributed to the creation of key messages that guided powerful, consistent copy
- Created high-quality web, ad, and email content that supported overall communication goals
- Synthesized large amounts of information to create compelling stories
- Crafted messages on behalf of President and CEO that built staff engagement
- Created daily and weekly staff bulletins that supported urgent COVID response

Public Relations Coordinator**March of Dimes Canada (Nov 2015 - May 2021)**

- Wrote and edited engaging web, ad, and email copy for a variety of purposes
- Interviewed clients and told compelling stories that demonstrated the organization's impact
- Managed development, writing, and editing of compelling internal and external newsletters
- Worked with program staff and graphic design to create strong promotional pieces
- Earned national broadcast and print media coverage across that raised organization's profile
- Attracted print and broadcast sponsors to increase reach of promotional efforts

Freelance Communications Specialist**The Creative Group (July 2015 - February 2016)**

- Fulfilled temporary communications roles at various organizations
- Responded to organizational needs, goals, and priorities

Web Content Writer**DYZ Media (January 2013 - October 2014)**

- Wrote and edited reviews of fiction and non-fiction books, short stories, biographies, and poetry
- Increased output from 500 to 800 words per month while earning high ratings from editors
- Created engaging and high-quality content and submitted on-deadline

Social Media and Media Relations Coordinator**Joe Cimino Campaign (May 2014 - June 2014)**

- Contributed to development and execution of social media strategy to increase profile
- Increased social media engagement with relevant content that emphasized key messages
- Built relationships and support by engaging with followers and local media representatives
- Managed messages and comments on social media
- Monitored news sources for social media content and issues of potential concern

Education

- Cambrian College - Graduate Certificate in Public Relations, Advertising, and Applied Communications (2015)
- Humber College - Post-Graduate Certificate in Creative Writing (2014)
- University of Windsor - Master of Arts in Communication Studies and Social Justice (2005)
- University of Windsor - Bachelor of Arts in Communication and Media Studies (2001)