

# MADISON LOWE

Public Relations

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[LinkedIn](#)



## SUMMARY

Highly motivated Public Relations professional with 3 years of experience executing impactful integrated PR initiatives. Proven expertise in research, strategic planning, project management, and reporting to ensure seamless execution of campaigns and efficient team operations from start to finish. Uses excellent verbal and written communication skills to craft clear and compelling narratives that effectively tell a brand's story and transform campaign key messages into engaging content that captivates and connects.

## EDUCATION

### Toronto Metropolitan University

Certificate in Public Relations  
2020 – 2021

### Toronto Metropolitan University

Bachelor of Sociology  
2015 – 2019

## SKILLS

- Strong organizational and time-management skills
- Excellent media relations, influencer relations, and networking skills
- Exceptional communication and interpersonal skills
- Collaborative team player with a keen eye for detail
- Creative and innovative thinker
- Proactive and self-motivated

## VOLUNTEER EXPERIENCE

- Engaged board member of the Canadian Public Relations Society (CPRS). Volunteered expertise to execute the 2022 and 2023 Achieving Communications Excellence (ACE) Awards.

## PROFESSIONAL EXPERIENCE

### Consultant

Veritas Communications | October 2023 – September 2024

- Developed and executed comprehensive communication strategies for global food, beverage, and consumer goods brands.
- Spearheaded impactful influencer campaigns that enhanced brand awareness and fostered positive brand associations.
- Coordinated large-scale events featuring celebrity ambassadors and athletes and landed top-tier media and influencer coverage.
- Managed monthly and program-based reporting to present campaign results in engaging and visually compelling formats, highlighting key learnings and benchmarking against KPIs.

### Account Coordinator

Veritas Communications | March 2022 – October 2023

- Oversaw media and influencer relations for a diverse portfolio of beauty, healthcare, and restaurant brands during new product launches.
- Conducted daily media monitoring, managed issues and crises, and tracked competitor activities to ensure proactive communication strategies.
- Contributed to social media content creation and community management, fostering a loyal and engaged online following.
- Executed paid influencer campaigns and crafted unique, shareable mailers to enhance brand credibility and trust among target audiences.

### Intern

Charming Media | September – December 2021

- Crafted compelling press releases, pitches, and sponsored editorial articles to effectively communicate campaign key messages and elevate brand awareness across health, wellness, retail, and beauty sectors.
- Developed targeted media lists and spearheaded pitching initiatives to cultivate positive relationships with key media contacts.
- Created content calendars and coordinated influencer collaborations to enhance community engagement and build social proof.