

Mikaela Lefaive

Communications & Marketing Specialist

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Summary of Qualifications

- 15+ years of experience in marketing and communications
- Expertise in AODA-compliant web content management
- Experience in video and photography production and editing
- Social media manager and content creator, including viral reels
- Strategic brand storyteller with proven success in multi-platform content development and planning
- Strong skills in web analytics and promotional data analysis
- Extensive media relations experience, including on-air and on-screen
- Highly organized and results-oriented in a fast-paced environment
- Bilingual Franco-Ontarian, able to write and speak in French
- Bachelor of Arts degree and Public Relations graduate certificate

Relevant Work Experience

Huronia Historical Parks / Marketing & Media Relations Coordinator

August 2022 - Present, Midland, ON

- Used analytics to lead, create, manage, and constantly improve accessible web content (French and English) for Sainte-Marie among the Hurons, Discovery Harbour, and Nancy Island Historic Site
- Led social content for all three historic attractions, including a viral reel, giveaways, and impactful influencer collaborations, growing audiences by more than 80%.
- Created several video assets – for social, web, and classrooms
- Developed graphics, scripts, and copy for dozens of digital and traditional advertising campaigns across various platforms
- Led media relations for Sainte-Marie, including on-air interviews
- Used strong interpersonal and facilitation skills to offer student training, lead familiarization tours, and build industry connections
- Led a wide variety of other functions, including: visitor services, retail, events, experience development, and stakeholder relations

Georgian College / Communications Specialist

August 2013 - August 2022, Barrie, ON

- Used data to lead web, email, and social content planning and strategy development
- Drove a comprehensive inter-departmental communications and touchpoint plan to convert applicants to students
- Provided content leadership for a new Customer Relationship Management system, including personalized email campaigns
- Refreshed and managed the creation of major recruitment publications like the program guide and acceptance package
- Regularly managed and created quality web and intranet content
- Supported a wide variety of other functions, including: social media, media relations, speech writing, copywriting, and events
- Board of Governors Award nominee (individual) and recipient (team)

United Way Greater Toronto / Communications Officer

June 2011 - June 2013, Toronto, ON

- Developed, implemented, and evaluated a new internal communications strategy, including quarterly meetings, intranet updates, memos from VPs, and monthly newsletters
- Produced strategic communications resources: media releases, speeches, briefing notes, backgrounders, key messages, and more
- Managed development of print and digital annual reports
- Created and delivered dynamic and interactive communications training sessions for staff and 200+ member agencies
- Supported events through scriptwriting, stage management, media relations, and stewardship of high-profile emcees

Kids Help Phone / Marketing and Fund Development Coordinator

December 2009 - June 2011, Toronto, ON

- Oversaw all KHP activities across most of Central Ontario
- Led 120 volunteers across five chapters, 10 event committees, and four student programs, resulting in increased donations
- Managed 10 successful walkathons and four bowlathons
- Coached volunteers in media relations and social media
- Engaged in proactive media relations and acted as spokesperson
- Presented to volunteers and potential corporate partners

Education

Recent courses:

- Safer Spaces Training: 2SLGBTQ+ in the Workplace
- San'yas Indigenous Cultural Safety Training
- Content Marketing, Canadian Marketing Association (CMA)
- Effective Email Marketing, CMA
- KAIROS Blanket Exercise, Métis Nation of Ontario
- LGBTQ 101, Gilbert Centre
- CASL Dos and Don'ts, CMA
- Social Media Marketing, Barrie Chamber of Commerce
- Accessibility for Ontarians with Disabilities Act (AODA) Training

Humber College / Graduate Certificate in Public Relations

September 2007 - June 2008, Toronto, ON (honours)

York University / Honours Bachelor of Arts in Anthropology

September 2003 - June 2007, Toronto, ON (magna cum laude)

École secondaire Le Caron / Diplôme d'études secondaire

June 2003, Penetanguishene, ON (valedictorian)

Recent Volunteer Experience

Chigamik Community Health Centre / Board Member

September 2023 - Present, Midland, ON

Georgian Environmental Sustainability Committee / Co-Chair

September 2016 - June 2019, Barrie, ON

La Meute Culturelle de Lafontaine / Marketing Lead

September 2013 - January 2017, Lafontaine, ON

La Clé / Board Member

June 2015 - September 2016, Penetanguishene, ON