

Sara de Waard

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Social Media Strategist | Storyteller | Author | Screenwriter | Métis Content Creator |

Trusted by CBC, Visit California, Niagara College and National Organizations Across Canada

PROFESSIONAL SUMMARY

- Creative storyteller, social media strategist and content producer with expertise in short-form content, audience engagement and digital communications.
- Graduate of Toronto Metropolitan University's Radio and Television Arts program and Niagara College's postgraduate Social Media Management program, where I received top academic honours.
- Experienced in creating platform-specific content, developing social strategies, managing online communities and translating complex ideas into compelling stories that resonate with diverse audiences.
- A traditionally published author and represented screenwriter with a passion for Canadian media, pop culture and inclusive storytelling.
- Bring a unique combination of editorial judgment, creative ideation, data-informed decision-making and collaborative leadership.
- Deeply committed to authentic representation and connecting audiences through innovative social-first content.

SELECT CLIENTS & COLLABORATORS

- CBC Q with Tom Power
- CBC Kids
- Visit California
- SBA Lawyers LLP
- Niagara College
- Athletes United
- The Ontario Modern Language Teachers' Association (OMLTA)
- The Writers' Union of Canada
- Cormorant Books
- Porteur Interiors
- DeLuca Fine Foods
- The Suicide Theory (Australian Feature Film)

CBC & MEDIA INDUSTRY EXPERIENCE

- Freelance Contributor & Educational Consultant CBC Kids
- Freelance copywriting support for Q with Tom Power

- Contributor of written content aligned with programs' editorial voice and audience engagement objectives.
- Educational consultant on productions, advising age-appropriate learning strategies, audience engagement and educational authenticity.
- Recognized as a top candidate for CBC's Indigenous Apprenticeship Program and invited to interview with CBC leadership, further strengthening knowledge of CBC's values, storytelling mandate and commitment to inclusive representation.
- Maintain a strong understanding of CBC programming, Canadian media trends and the importance of public broadcasting in reflecting diverse perspectives and communities across Canada.

RELATED EDUCATION

- Niagara College SOCIAL MEDIA MANAGEMENT postgraduate certificate (top-student honours, as well as recipient of the Associate Dean's Award and Indigenous Student Award)
- TMU Bachelor of Arts in RADIO AND TELEVISION ARTS (winner of Best in Show TARA award for PSA's for The Hearing Society, The Diabetes Association and The Humane Society)

SOCIAL MEDIA WORK/EXPERIENCE INCLUDES

- National media
- Tourism
- Education
- Publishing
- Film
- Law
- Nonprofit organizations

CORE SKILLS

- Social-First Storytelling
- Short-Form Video Production & Vertical Editing
- Content Ideation & Creative Pitching
- Trend Monitoring & Real-Time Content Creation
- Audience Engagement & Community Building
- Data-Driven Content Strategy & Analytics
- Inclusive Canadian Storytelling & Cultural Competency

REFERENCES AVAILABLE UPON REQUEST – THANK YOU