

SARA DE WAARD

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PROFESSIONAL SUMMARY:

Social Media Management & Communications professional. Traditionally published author with a passion for writing and content development. Skilled in strategic planning, critical thinking, campaign execution and analysis for diverse clients. Proud to identify as Métis, bringing a unique perspective to projects and collaboration.

EDUCATION:

Niagara College, Welland, ON

Post-Graduate Certificate, Social Media Management (Aug 2025)

Awards: Associate Dean's Award of Excellence and The Indigenous Student Award

D'Youville, Buffalo, NY

Teaching Certification, Pri/Jr & Reading Specialist (Sept 2001 – January 2003)

Toronto Metropolitan University (TMU), Toronto, ON

Bachelor of Arts, Radio & Television Communications (Sept 1995 – Apr 1999)

Awards: Best in Show Commercial Campaigns for *The Hearing Society*, *The Humane Society* and *Diabetes Association of Canada*, Dean's List

APPLICABLE SKILLS:

Strategic Planning | Project Management | Team Leadership | Videography & Editing | Web Design | Email Marketing | Digital Marketing | Brand Guidelines | Consulting | Event Planning | Time Management | SEO | SEM | Social Media Analytics | KPIs

WORK EXPERIENCE:

Senior Writer

CBC (December 2025 to Present)

- Freelance writing
- Article writing, creative non-fiction, summarizing

Public Relations and Integrated Communications

Zeno Group Canada (September 2025 to December 2025)

- Paid Internship
- Client and Account Management
- Social Media Strategy and Planning

Social Media Manager & Communications Consultant

Work in Progress — Sole Proprietor (2018 – Present)

- Manage social media accounts for small business clients: establish platforms, develop campaigns, create content, and report analytics

- Develop content calendars; implement VTO, EOS, SEO, SEM, and KPI tracking
- Proficient in X, Meta (Instagram & Facebook), TikTok, LinkedIn, and YouTube
- Design with Canva, Google Workspace, Wondershare Filmora, Figma, and Microsoft Office
- Working knowledge of WordPress, Wix, Elementor, MailChimp, Figma, and Adobe Creative Suite

Social Media Content Creator

Niagara College (Jan 2025 – August 2025)

- Captured photos and video content from live events for college communications

Marketing | Communications | Public Relations

- *OMLTA* — Presentation & pitch deck designer (Apr 2025)
- *Athletes United* — Director of Marketing for start-up (2024)
 - website copy, strategy, platform setup and management
- *The Suicide Theory Film* — Public Relations (2013 – 2014)

Author | Presenter

- Published YA author (*Cormorant*, May 2022 – Present)
- Speaker (*Writers’ Union of Canada* (2022 – Present)
- OLA Super Conference Presenter (2025)
- *CANSCAIP* member (2022 – Present)

Educator

- *Connected North* — Métis Instructor (2022 – Present)
- *District School Board of Niagara* — Pri/Jr & Reading Specialist (2004 – 2024)

Ghostwriter | Screenwriter

- Multiple NDA-protected works (2020 – Present)
- Represented by LA Agent and Manager (2010 – Present)

Advertising | Account Management | Copywriting

- *91.7 FM* — business acquisition, copywriting, radio ad sales, campaign management (1999 – 2001)

ACCOLADES & OTHER AWARDS:

ETFO Writer’s Award

CBC Books and Indigo Most Anticipated Read (2022 and 2024)

Sundance Semi-Finalist (Table Read my Screenplay)

Austin Film Festival Honourable Mention (Teleplay Competition)

Indigenous Student Award, Niagara College

REFERENCES (available upon request)