


CONTACT INFO

 289.969.4333
 saradwk@gmail.com
 Toronto
 [Sara de Waard](#)
 [@saralee_dw](#)

EDUCATION

NIAGARA COLLEGE, WELLAND

Social Media Management
Graduate Certificate
January 2025 – August 2025

D'YOUVILLE, BUFFALO

Primary/Junior & Reading Specialist
Teaching Certification
September 2021 – April 2023

TMU, TORONTO

Radio & Television Communications
Bachelor of Arts
September 1995 – April 1999

ADDITIONAL SKILLS

- Strategic Planning
- Videography & Editing
- Digital Marketing
- Media Law
- Brand Guidelines
- Project Management
- Web Design
- Email Marketing
- Consulting
- Event Planning
- Time Management
- Team-Building
- Team-Leading
- Ability to work under pressure

ACCOLADES

WRITER

ETFO Writer's Award
CBC Books Most Anticipated Read
Sundance Semi-Finalist
Austin Film Fest Honourable Mention

References Available Upon Request

Sara de Waard

Social Media Management & Communications professional with a passion for writing and content development. Skilled in planning, critical thinking, executing and analyzing campaigns for a variety of organizations and clients.

WORK EXPERIENCE

SOCIAL MEDIA MANAGEMENT

Work in Progress – Sole Proprietor (2018 to Present)

- Manage social media accounts for small businesses incl. establish platforms, campaigns, content & analytics
- Content calendars, VTO, EOS, SEO, SEM and KPIs
- Well-versed in tactics & techniques for: X, Instagram, TikTok, Facebook, Meta Business Suite, LinkedIn, YouTube
- Confident content & design skills in Canva, Google Suites, Wondershare Filmora, Figma & Microsoft Office
- Increasing skills in Wordpress, Wix, Elementor, MailChimp, Hootsuite, HubSpot & Adobe Creative Suite

SOCIAL MEDIA

Niagara College – SM content (January 2025 to Present)

- Capture photographs and film content from multiple live events for various college communications

MARKETING | COMMUNICATIONS | PUBLIC RELATIONS

- OMLTA – PD presentation & pitch deck designer (April 2025 to Present)
- Athletes United – Director of Marketing for start-Up (2024) incl. website copy, platform initiation and management
- The Suicide Theory Film – public relations (2013 to 2014)

AUTHOR | PRESENTER

- Cormorant – published YA author (May 2022 to Present)
- Writers' Union of Canada – public talks (2022 to Present)
- OLA Super Conference – public engagement (2025)
- CANSCAIP member (2022 to Present)

EDUCATOR

- Connected North Métis instructor (2022 to Present)
- DSBN – Primary/Junior & Reading Specialist (2004 – 2024)

GHOSTWRITER | SCREENWRITER

- Multiple length NDA-protected works (2020 to Present)
- Los Angeles representation (2010 to Present)

ADVERTISING | ACCOUNT MANAGEMENT | COPYWRITING

- 91.7 FM cold-calling, business acquisitions, copywriting, radio ad sales & subsequent campaign management (1999 – 2001)