

# Dawn Starchuk

Creative, industrious, innovative, playful

Seeking a position in communications and community engagement to share my storytelling skills and contribute to positive social development

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www.StarfireCorporateStories.ca

## EXPERIENCE

### **July Sunrise Bespoke Shoes and Boots, Edmonton** **Corporate Storyteller**

September 2018–present

Implementing brand-wide communications strategy; imagining and writing activating copy for various campaigns and across platforms; collaborating with organizational teams to ensure a congruent brand voice; evaluating audiences and creating tailored, impactful content

### **Pegasus Theatre Alberta, Edmonton** **Communications and Marketing Coordinator**

May 2016–September 2018

Handled social media; contributed to community outreach programs and operational communications; maintained twice-weekly blog posting schedule; wrote and designed print and digital marketing materials

### **MacEwan University Press, Edmonton** **Communications Assistant**

May 2015–April 2016

Wrote website copy and updated supporting database; developed catalogue descriptions for upcoming books; assisted with event planning and author relationships; maintained a media contacts database

## EDUCATION

### **International Business Communicators Academy, Phoenix, AZ** **Global Standard Certification (in progress)**

Concentration in organizational communications and crisis communication

### **MacEwan University, Edmonton** **BA (Communication Studies) 2018**

Coursework focus on strategic communications and corporate narrative; minor in technical communication and editing

## SKILLS

- Corporate narrative
- Social media management
- Public and client engagement
- Feature writing
- Grant and proposal writing
- Applied research
- Photography

## NOTABLES

**Invited panelist** at Alberta  
Magazines Annual Conference  
April 2019

**Profiled in** *Edmontonistas*  
*Magazine* as a top 30 under 30

**Recipient of Jason Lang**  
**scholarship** for three consecutive  
years

## LANGUAGES

Fluent in written and spoken  
English; proficient in written and  
spoken French; proficient in  
conversational Ukrainian

