

# J. Jonah Jameson

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## Career Profile

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Motivated, energetic and creative Public Relations graduating student with two years of practical experience in content creation, research, public speaking, and social media engagement. Demonstrates clear understanding of communication strategies, applying multimedia elements, design principles, and accessibility standards to impact diverse channels and audiences.

## Summary of Qualifications

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- Craft clear, compelling and accurate content for various media, adapting language, tone, and presentation style to the audience
- Deliver presentations and speeches confidently and effectively using a variety of persuasive techniques
- Manage time and resources to meet project deadlines
- Research, track, and evaluate media coverage and social media trends to inform PR strategy
- Engage audience and manage social media content across multiple platforms to build and maintain relationships

## Education

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### Public Relations Diploma

Sept. 2023 – Present

Algonquin College, Ottawa, ON

- GPA: 3.56/4.00, Dean's Honour List

## Related Experience

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### Public Relations Student Placement

Jan. 2025 – Present

NATIONAL Public Relations, Ottawa, ON

- Support media relations by drafting press releases, compiling media contact lists, monitoring media coverage, and preparing media reports
- Collaborate in a team to plan and execute 3 client events including a product launch, press conference, and community outreach program
- Contribute to the development of communication strategies and content for social media, newsletters and websites that reflects research on industry trends
- Participate in weekly brainstorming sessions and attend client meetings to discuss ongoing projects
- Provide administrative support to the PR team, organizing client files and project documentation and scheduling and coordinating meetings

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## Media Relations Campaign

Sept. 2024 – Dec. 2024

Public Relations Program – Algonquin College, Ottawa, ON

- Researched and compiled a list of 50+ relevant media contacts including journalists, bloggers, and influencers to support a product launch
- Developed a comprehensive and visual-appealing media kit, including a press release, product information, high-quality images, and company background
- Crafted personalized pitches and reached out to media contacts to generate interest in the product
- Planned a press event and product demonstration to showcase the new product to media representatives

## Social Media Strategy

Jan. 2024 – Apr. 2024

Public Relations Program – Algonquin College, Ottawa, ON

- Conducted a social media audit for a sample company, assessing current social media presence and performance to identify key areas for improvement
- Defined target audience and selected appropriate social media platforms, using different tools to target three distinct target groups
- Developed a content calendar to plan and organize social media posts, boosting post frequency and increasing overall engagement
- Created engaging content including posts, videos, and graphics that achieved a 35% increase in likes, shares and comments across all platforms
- Analyzed social media metrics and produced detailed reports that demonstrated an improvement in key performance indicators (KPIs) and strategy effectiveness.

## Other Experience

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### Sales Representative

Aug. 2023 – Present

Tomlinson Group of Companies, Ottawa, ON

- Build and maintain strong relationships with new and existing customers, conducting regular follow-ups to ensure customer satisfaction
- Develop and implement effective sales strategies to achieve weekly and monthly sales targets, pursuing new business opportunities in assigned territory
- Stay informed about company products and services to provide detailed information and product demonstrations to clients
- Maintain accurate records of sales activities and customer interactions, preparing regular sales reports and forecasts for management

## Memberships

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### Student Member

Sept. 2023 – Present

Canadian Public Relations Society, Ottawa-Gatineau, ON