



Susan Kiwan

Public Relations Graduate

 Ottawa, ON

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Public Relations graduate with honors. Media-savvy, highly effective developing and deepening diverse media relations to secure coverage for company and clients. Persuasive, dynamic and decisive professional.

Skills

Social media posts
Media kit preparation
Media relations
Information gathering and analysis
PR strategy development

Work History

2021-08 - Current

Actress

Smyth Casting, Ottawa, ON

- Studied and rehearsed roles from scripts to interpret and memorize lines and cues.
- Built personal social media following to expand visibility and network.
- Met with the production director to discuss poses, movements, and persona to portray.
- Leveraged skills in gesturing, body movement and special voices to draw in audience members and build emotional engagement.

2022-05 -2022 -07

Public Relations Intern

Rideau Carleton Casino/Future Hard Rock Hotel & Casino, Ottawa, ON

- Completed full hours plus, for the internship in the marketing department and was subsequently offered a full time position at the hotel thereafter.
- Wrote blogs, newsletters, created posts for all media platforms.
- Created video slideshows for events taking place at the hotel.
- Created the Community Guidelines for the Hard Rock Ottawa
- Responsible for replying back to all, past and present Google reviews.
- Edited all restaurant menus.
- Created a RACI chart for the marketing department.
- Created gift baskets for giveaways at events.
- Attended marketing meetings once a week.
- Created The About section for the Rideau Carleton Raceway

2021-02 - 2022-12

Massage Therapist

Mahogany Spa, Ottawa, ON

- Provided safe, effective, and appropriate massage therapy techniques during customer appointments.
- Maintained client treatment records and designed long-term care programs for return customers.
- Spoke with clients regarding health history, expectations, services and procedures for safety and customer satisfaction.
- Grew sales with great work ethic, individualized beauty care plans and positive attitude.
- Certified on The Venus Viva machine. Venus Viva is a non -surgical skin resurfacing that corrects signs of skin damage, helps with deep wrinkles, pigmentation and so much more.

2019-01 - 2021-01

Medical Aesthetician/Consultant

Oxygen Medi Spa, Ottawa, ON

- Performed Venus freeze body sculpting and lipo weight loss treatments on clients
- Performed consultations for patients before scheduling treatments.
- Sterilized equipment for patient treatments.
- Fostered friendly, warm, and exceptional client experience.
- Flexibly worked evenings and weekends to maintain proper spa coverage.

2014-01 - 2017-03

Massage Therapist

The Westin Hibiscus Spa, Grand Cayman, Islands

- Performed a variety of massage, Thai, Relaxation, Hot and Cold Stone Massage, and Aromatherapy.

- Performed mud, aloe wraps, and body scrubs.
- Created memorable guest experiences, provided the best services possible, would come into work on my days off for guest requests, and had great reviews on Tripadvisor about my services.
- Helped guests feel relaxed and comfortable through conversation and personal relatability.

2021-05 - 2021-08

Fundraising Volunteer

Culture Connects Communities, Ottawa, ON

- Created an event plan to raise funds for the African Canadian Association of Ottawa in our public relations program.
- Spearheaded relationship building initiatives with potential funders and community donors through research and constant contact.
- Created digital and print marketing campaigns to promote organization to donors and community.
- Created strategic plans with measurable goals to develop funding for annual events.
- Attended events to develop a professional network of potential donors.
- Analyzed and reported social media and online marketing campaign results.
- Developed marketing content such as blogs, promotional materials, and advertisements for social media.

2019-01 - Current

Runway for Hope Volunteer

CHEO, Ottawa, ON

- Assisted with organizing charity fashion shows for CHEO
- Welcomed guests and directed each person to the desired party, room, or activity.
- Utilized great communication and interpersonal skills when interacting with parties to promote smooth and efficient operations.
- Assisted with special events or programs.

2002-01 - 2004-01

Look Good Feel Better

Ottawa Civic Hospital, Ottawa, ON

- Volunteered at the Ottawa Civic Hospital and empowered women going through cancer by teaching make-up application and skin care regimes.



Education

Diploma: Professional Esthetician/Laser Hair Technician

Versailles Academy - Ottawa, ON

Certificate: Drama and Music

Ottawa School of Performing Arts- Ottawa, ON

High School Diploma

Rideau High School

2021-01 - 2022-08

Public Relations

Algonquin College - Ottawa, ON



Languages

French

Arabic



Additional Information

- Capacity to multitask and work under pressure.
- Extensive experience using a variety of software applications including, Microsoft Office, Hootsuite, Canva, Adobe: Illustrator, Photoshop, InDesign, and Acrobat DC.
- Ability to proofread, edit documents and ensure their compliance with procedures, policies, and standards.
- Excellent interpersonal skills and the ability to communicate effectively both orally and in writing.
- Strong leadership qualities with the capacity to work independently or as a key team member.
- Currently collaborating and freelancing for a variety of companies by promoting their products via social media accounts.
- Recently obtained wholesale contracts for small business owners and their products. (The Scented Barn LLC)