



Pamela Charach

WHO AM I?

I am a marketing communications professional with 7+ years of experience in the education and transportation industries. My ability to turn thoughts and ideas into strong, clear, concise messages sets me apart. With a proven history of effectively managing complex projects and portfolios, I am someone who gets things done. I'm a curious, quick learner who cares about what I do.

EDUCATION

MASTER OF ARTS IN PROFESSIONAL COMMUNICATION

Royal Roads University | Sept 2021 - July 2023
GPA: 4.08

CERTIFICATE IN PUBLIC RELATIONS

British Columbia Institute of Technology | 2017-2018
With Distinction

BACHELOR OF ARTS IN GEOGRAPHY | MINOR IN RELIGIOUS STUDIES

Queen's University | 2010-2014
Dean's Honour List

WORK EXPERIENCE

SENIOR INTERNAL COMMUNICATIONS ADVISOR | NOVEMBER 2023 - PRESENT

TransLink

Project Management

- Guide and support internal communications planning and strategy
- Act as a project lead, develop communications plans, and coordinate with multiple departments to execute complex projects
- Coordinate with internal stakeholders to ensure enterprise alignment
- Advise on and implement communication tactics and strategies
- Build and maintain relationships with internal & external stakeholders

Strategic Writing and Presentations

- Copy writer and editor for internal messaging, including speaking notes and key messages for executives and the CEO
- Company emails. Newsletters. Speaking notes. PowerPoint presentations. Briefing documents. Intranet posts. Q&A prep.

Event Management

- Planned and executed TransLink's 600-person leadership Town Hall
- Oversee bi-monthly company-wide "Coffee Chat" calls
- Support with direction for Leadership Calls

MANAGER, Communications and Marketing | June 2020 - November 2023

TEAM LEAD, Communications and Marketing | March 2019 - June 2020

SPECIALIST, Communications and Marketing | May 2017 - March 2019

Stenberg College

Professional Writing and Editing (Storytelling)

- From initial interview to published video/article, I have experience in storytelling from conception to production
- Annual student magazine. Weekly email pushes. Feature videos. Feature articles. Website content. Blogs.

PROFESSIONAL SKILLS

Communications:

- Copywriting and editing
- Storytelling
- Project management and strategy
- Communication plans
- Relationship building
- Event planning

Technology:

Advanced

- MS Office
- HubSpot (CRM)
- Facebook Ads Manager
- Wordpress
- Canva

Intermediate

- Google Ads
- Google Analytics
- Adobe Creative Suite

PERSONAL SKILLS

- Creative
- Critical thinker
- Detail-oriented
- Excellent time management
- Team player who can also work independently
- Reliable, honest, and hardworking
- Motivated
- Proven leader
- Strong interpersonal skills

CONTACT

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Pamela Charach

Stenberg College (Continued)

Project Management

- Created and managed a 1.5 million dollar annual marketing budget
- Built relationships with internal and external teams and stakeholders
- Managed website rebuild and development of a secondary site

Leadership and Training

- Fostered a collaborative and supportive environment where everyone felt heard, respected, and motivated to grow
- Strategized how to best apply each person's skills and talents

Digital Marketing

- Responsible for marketing the two largest revenue-generating programs via Meta Ads, Google Ads, HubSpot (CRM and marketing automation), e-mail marketing, audience segmentation, and website maintenance

Event Management

- Planned and executed bi-annual graduation ceremonies
- Planned and executed *Be the Change* (2018), a 2-day conference featuring 15 speakers presenting on truth and reconciliation, homelessness, the opioid crisis, and resistance, resilience, and recovery
- Event promotion, including media invites and releases

VETERINARY OFFICE ASSISTANT | JANUARY 2016 - MAY 2017

Richmond Animal Hospital

- Triage phone calls and incoming patients, fulfilled prescriptions, handled emails, phones, and front desk customer service

CONSULTING AND CONTRACT WORK

SOCIAL MEDIA CONSULTANT | SEPTEMBER 2020 - AUGUST 2021

PortaLaw

- Consulted and aided in set up of social media platforms
- Taught basics in Facebook Ads and organic content scheduling

MARKETING DIPLOMA INSTRUCTOR (CONTRACT) | APRIL - JULY 2021

Stenberg College

- Taught "Event Management"

CURRICULUM DEVELOPER (CONTRACT) | JANUARY - SEPTEMBER 2020

Stenberg College

- Marketing Specialization - Business Diploma program:
 - Developed "Writing with Purpose" and "Speaking with Purpose"
 - Co-developed "Cultural Diversity & Understanding" and "Interpersonal Skills Development"

MARKETING AND PUBLIC RELATIONS MANAGER | MAY - SEPTEMBER 2018

Broadway Jewellers

- Strategy, creation, and execution of all social media and print advertising for retirement sale

PORTFOLIO SAMPLES

Writing:

- [Children's book](#)
- [Oksana's Story](#)
- [Montana's story](#)
- [Ji's story](#)

Audio:

- [This is Vintage Volkswagen](#) (podcast)
- [Children's book](#) (voiceover and author)

Video:

- [Oksana's story](#) (interviewer and director)
- [Gabe's story](#) (co-director)

REFERENCES

Available upon request.

CONTACT

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