

Saba Haghighi

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HIGHLIGHTS

- **Public Relations**
 - Writing newsletters, blog posts, and media releases
 - Internal and external communications
 - Recognized by colleagues and instructors for being Organized, Creative, Self Driven
- **Software**
 - Proficient understanding of Adobe Photoshop, InDesign, Microsoft Office, Google sites, Wix, WordPress, Canva
 - Proficient understanding of programming in Java, Visual Basic, HTML
- **Other**
 - Photography- Canon T5i camera
 - Languages spoken- English and Farsi (Persian)

EDUCATION

Mount Royal University: 2018- Present

Bachelor of Communication - Public Relations

- Minor in
 - Computer Information
 - Business

EXPERIENCE

Innovation and Entrepreneurship Sprint

The Upside: Fall 2020

- Collaborated with a team of three to develop an innovative solution to a problem posed by the company. The group created content, organized data, and researched our ideal demographic in order to come up with a solution to the company's current problem.

Youth Development Officer and Social Media Manager

Calgary Rugby Union: June - October 2021

- Worked in a team to plan events every weekend for over 400 athletes, ensured everything was on time and went as planned, ran three social media accounts (Twitter, Instagram, Facebook), redesigned the website to increase efficiency and accessibility.
- Created social media content on a weekly basis, writing blog posts on behalf of the organizations to increase community engagement produced photography for the social media.

Public Relations Volunteer

Calgary Expo with Shareworthy Communications; September 10-12, 2021

- Collaborated with a team at the press table providing information to journalists covering the event and guiding them through procedures put in place for the event to run smoothly. Spoke to VIPs to book interviews with journalists.

Melanie Lyne; Summers and Winters 2012-2018

- Seasonal: cashier, stocked shelves, telemarketing, tagging/ markdowns, customer service, sales associate.

VOLUNTEER

Co-President: 2019- Present

MRU Women's Rugby Team

- Planned and coordinated games/events with other schools: Managed the social media accounts, communicated with sponsors, provided rugby/team knowledge to future and present players and parents, and answered emails.

Second Year Executive: Sept 2020- Sept 2021

Vice President: Sept 2021- Present

MRU Public Relations Society

- As an elected representative the role is to communicate information between the executive team and the students, contribute by writing columns in the monthly newsletter, help run the social media, provide new ideas to better the education and university experience of public relations students.

References upon request