**Marisa Breeze**

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(647) 404-9370

**ABOUT:** Experienced communications specialist and government relations manager with a strong history working in corporate, private, non-profit, and government relations sectors. Skilled in Issues Management, Communications, Event Management, Legislative Affairs, and Office Management. I am a strong communications and parliamentary affairs candidate with more than five years of professional experience.

**EDUCATION:**

04/2018 ***Masters of Political Management, MPM*** *Carleton University*

* *Master’s Thesis: The Power of Authentic Communications: Winning Hearts, Minds, and Votes in the everchanging Canadian Political Environment*

04/2017 ***Postgraduate Degree: Public Relations*** *Humber College*

04/2016: ***Honours Specialization: International Relations, BA*** *The University of Western Ontario*

* *Dean’s list all four years*

**WORK EXPERIENCE:**

09/2019 **Director of Parliamentary Affairs**

*Member of Parliament for Barrie - Springwater - Oro-Medonte, Doug Shipley*

Correspondence. Travel. Expenses. Event Planning. Parliamentary Business such as, drafting legislation Committee Work, Daily Briefings and managing the talking points binder. Scheduling. Mailouts. Volunteer recruitment and Management.

06/2019 **Deputy Campaign Manager**

*Doug Shipley Campaign – Barrie - Springwater - Oro-Medonte*

Planning and executing all the Get Out The Vote (GOTV) efforts for the entire riding. Volunteer Management for over 100 volunteers. Planning and managing all canvassing activities for the entire riding. Day-to-day administration. Managing the candidate’s talking points binder for debate prep. Correspondence.

01/2018 **Executive Assistant**

*Member of Parliament for Fort McMurray-Cold Lake, David Yurdiga*

*Speech writing. Parliamentary Affairs. Committee preparation for the Canadian Heritage Committee. Internal and external communications. Correspondence. Developing talking points. Social media management. Media relations. Policy research. 10%ers and Householders. Volunteer management. Event planning. Scheduling. Office administration.*

04/2017 **Communications Specialist**

*Purdue Pharma (Canada)*

Organizing internal, external and government relations communications for a major international pharmaceutical company. Issues management. Scriptwriting for the CEO. Creating media kits for pharmaceutical product announcements and releases. Developing media lists. Media relations. Stakeholder communications. Developing and managing company branding standards. Website development. Organizing company-wide Town Halls. Employee intranet communications.

04/2016 **Marketing and Media Manager**

*NATO Association of Canada*

Developing and implementing brand strategy and evaluating procedures. Event planning, advertising and media relations. Creating and managing media outlet and stakeholder databases. Website editing and content quality control through WordPress. Community management, scheduling and analytics for social media outlets, including; Facebook, Twitter, Instagram, LinkedIn and YouTube. Digital advertising. Creative content creation including graphic design, video production and video editing. Managing a team of six communications staff.

05/2015: **Communications Advisor**

*Minister of State for Science and Technology: Hon. Ed Holder*

Managing media relations, press releases and creating the morning media scan. Fielding media and stakeholder calls. Media analysis and monitoring. Sending out announcement packages. Managing and creating content for the Minister’s social media profiles, including Facebook, Twitter, YouTube, the government website and Instagram.

05/2014: **Special Assistant (Policy)**

*Minister of State for Science and Technology: Hon. Ed Holder*

Fielding media and stakeholder calls. Media analysis and monitoring. Organizing roundtables with stakeholders. Preparing notes and political briefings for the Minister. Researching and recommending appointments to government councils.

**PROFESSIONAL SKILLS:**

High proficiency in office administration and communications • CIMS data management • Social media community management (proficiency in Facebook, Twitter, Instagram, Snapchat and Hootsuite) • Scheduling • Policy analysis and research • Speech writing • Event management • Media kit writing (including news releases, media advisories, biographies, backgrounders/fact sheets, and infographics) • Adobe CS6 and graphic design (including Photoshop, InDesign and Illustrator) • Video editing • Photography • Web design (including WordPress) • Microsoft Office (including Excel, PowerPoint, and Outlook).

**ORGANIZATIONS:**

06/2016: **Director of Membership and Recruitment**

*Etobicoke-Lakeshore Conservative Electoral District Association (E-L CPC EDA)*

06/2015: **President**

*Western University Conservatives*

06/2015: **Director of Membership and Recruitment**

*The Ontario Progressive Conservative Campus Association (OPCCA)*

06/2014: **Vice-President of Communications**

*Association of International Relations (AIR)*

06/2014: **Program Coordinator**

*Women in House Mentorship Program*

01/2014: **Social Director**

*Canadian Political Science Students' Association (CPSSA)*

**POLITICAL CAMPAIGNS:**

* Whitby-Oshawa (2014): Pat Perkins (CPC)
* Scarborough—Agincourt (2014): Trevor Ellis (CPC)
* Ottawa Orleans (2014): Andrew Lister (PC)
* Ottawa Centre (2014): Rob Dekker (PC)
* Fort McMurray—Athabasca (2014): David Yurdiga (CPC)
* Ottawa Orleans (2015): Royal Galipeau (CPC)
* Ottawa South (2015): Matt Young (CPC)
* Scarborough Centre (2015): Roxanne James (CPC)
* Etobicoke—Lakeshore (2015): Bernard Trottier (CPC)
* Richmond Hill (2015): Michael Parsa (CPC)
* Ottawa Centre (2015): Damian Konstantinakos (CPC)
* Simcoe North (2015): Patrick Brown (PC)
* London West (2015): Ed Holder (CPC)
* London North Centre (2015): Susan Truppe (CPC)
* London—Fanshawe (2015): Suzanna Dieleman (CPC)
* Whitby—Oshawa (2016): Lorne Coe (PC)
* PC Party Leadership Race (2016): Rick Dykstra (PC)
* Ottawa West-Nepean (2018): Mike Lalonde (CPC) Nomination
* Ottawa West-Nepean (2018): Jeremy Roberts (PC)
* Kanata- Carleton (2018): Alex Osorio (CPC) Nomination
* Carleton (2018): Pierre Poilievre (CPC)
* Barrie – Springwater – Oro-Medonte (2019): Doug Shipley (CPC)

**References:**

**Pierre Poilievre**

Member of Parliament, Carleton – Conservative Finance Critic

Phone: 613-992-2772

Email: Pierre.Poilievre.P9@parl.gc.ca

**James Tibbetts**

Legislative Director for Member of Parliament David Yurdiga, Fort McMurray – Cold Lake

Phone: 613-992-1154

Email: David.Yurdiga.A3@parl.gc.ca

**Gary Toft**

Former Chief of Staff to Minister Ed Holder – Minister of State for Science and Technology

Current Director of Policy, Legislation and Communications with The Government of the Northwest Territories

Email: gary.toft@rogers.com