

# Yamini Coen

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## Digital Marketing + Communications

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Toronto, ON

Hello! I have 8+ years in digital marketing and communications under my belt and have always had a passion for purpose-driven work and Diversity, Equity and Inclusion in the workplace. I've worked on behalf of several large-scale brands' marketing and public relations initiatives, including: planning and executing social media campaigns and strategy, communications strategy and implementation, and creating short and long form content.

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### Skills

- Strong communicator and digital marketing expert
  - People-forward and inclusive frameworks
  - Skilled social media management
  - Business strategy and growth mindset
  - Collaborator, leader and delegator
  - Excels in team and fast-paced environments
  - U.S and Canadian media savvy
  - Technologically savvy across marketing and design tools
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### Relevant Work Experience

#### YCPR / Business Owner and Public Relations Consultant

May 2023 - Present

- Consults and executes digital marketing and communications programs beginning to end, including content creation, crisis communications strategy, social media counseling and execution, internal communications and media training
- Working with passion-led clients across different sectors, including financial services, non-profit, architecture, and small business

#### Good Investing / Director of Partnerships & Producer

March 2023 - Present

- Moved from Director of Communications, handling customer interaction and administration, into Partnerships, focusing more on growing the business through producing content, and partnering with aligned businesses, nonprofits and organizations
- Produces YouTube series and podcast
- Community manager for the Classroom, managing content, responses and growing the community

## **Hut 8 Mining / Communications Manager**

June 2022 - June 2023

- Led planning and execution for Hut 8's communications practice, focusing on comprehensive external PR strategies including digital marketing initiatives
- Drafted and executed social media posts for both corporate and executive channels
- Collaborated with subject matter experts across the organization (leadership team, on the ground staff, etc) to ensure accurate and impactful messaging
- Managed speaking events and sponsorships for continued executive thought leadership opportunities
- Planned and drafted long-form content like press releases, bylines, internal newsletters, and case studies

## **AIR MILES (Now BMO) / Talent Marketing Consultant**

July 2021 - June 2022

- As part of the People and Culture team, worked directly with recruitment team to create Talent and Employer Brand Marketing Initiatives for AIR MILES, highlighting it as a great place to work
- Managed and created content for social media channels, including LinkedIn, Facebook and Instagram as well as Indeed and Glassdoor
- Worked closely with various teams (People and Culture, Internal Comms, Sustainability, ERGs) to disseminate impactful information externally
- Planned and executed DEI-focused recruitment events with relevant organizations to prioritize diverse hiring
- Implemented and incorporated DEI-focused frameworks in hiring structure

## **Senior Consultant / Porter Novelli**

May 2017 - June 2021

- High level of account growth and strong client relationships led to promotions from intern level through to senior consultant
- Led and supported 5+ accounts in corporate sectors like CPG, technology, wellness and health in PR and digital campaigns, including internal & product comms, events, video creation, influencer marketing and paid media
- Advocated as Justice, Diversity, Equity and Inclusion Champion representing the Toronto office at a global company level
- Managed junior staff team of 5-6 to meet client deliverables

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## Education

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### **Humber College / Post-Graduate Diploma in Public Relations**

SEPTEMBER 2016 - APRIL 2017, TORONTO, ON

### **University of Toronto / Masters of Arts in Comparative Literature**

SEPTEMBER 2012 - MAY 2013, TORONTO, ON

### **University of King's College / Honours Bachelor of Arts**

SEPTEMBER 2008 - MAY 2012, HALIFAX, NS