






Contact

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 CharlotteHefner.com
 Toronto

Education

Humber College
Graduate Certificate

Public Relations

Class of 2021

Toronto Metropolitan University
(formerly Ryerson University)

Bachelor of Arts

Arts and Contemporary Studies

Class of 2016

Carleton University

Industrial Design

2009-2010

Courses

University of Toronto – Toronto, ON
School of Continuing Studies
Introduction to Project Management
Spring 2019

Google Digital Garage
Fundamentals of Digital Marketing
Summer 2020

Technical Skills

Meltwater
Cision
Tagger
Adobe Creative Suite
Google Workspace
Microsoft Office

Charlotte Hefner

Profile

I have a thorough understanding of the media landscape and am a top performer in media relations, regularly bringing in the agency's top earned hits from tier-A media, including CBC the National, CP24 Breakfast, CityNews 680, Breakfast Television, CTV News and more. Within the first six months in a permanent role, I was solely responsible for a campaign that netted over 34M earned impressions.

Highly skilled at communicating complex information, I'm responsible for drafting all op-eds and sponsored content for PrescribelT by Canada Health Infoway. One of the op-eds was published by the Toronto Star and four have been picked up by the Toronto Sun in print and online. I'm regularly tapped for accounts with challenging subject matter that are difficult to staff and I have the ability to flex writing styles to match the needs of a given account, be it playful or serious.

Professional Experience

Middle Child // September 2021 - Present

Senior Account Executive // October 2022 – Present

Account Executive // January 2022 – September 2022

Intern // September 2021 – December 2021

- ♦ Accounts include: Hyundai Canada, Dairy Farmers of Ontario, Kraft, PrescribelT by Canada Health Infoway, Diageo and DHL
- ♦ Draft media and client materials including key message documents, pitches and press releases
- ♦ Highly skilled at writing, copyediting and proofreading
 - Regularly receive minimal to no client feedback
- ♦ Assemble research to support account programs and RFPs
- ♦ Create relevant and targeted media lists
- ♦ Conduct media outreach and coordinate interviews to secure coverage
- ♦ Complete media and social monitoring and reporting using Meltwater

Audi Downtown Toronto // September 2019 – March 2020

Brand Specialist

- ♦ Assisted customers in selecting a vehicle by gaining insight into their lifestyle through a needs analysis interview
- ♦ Emphasized features that set Audi apart from other brands to build value
- ♦ Presented various payment options to clients that suit their needs with current programs and incentives
- ♦ Responded to online leads and converted to appointments

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Skills

Attention to detail
Client nurturing
CP style writing
Creativity
Critical thinking
Effective communication
Negotiation
Organization
Problem solving
Relationship building
Time management

Professional Experience

Downtown Subaru // December 2016 – August 2019

Sales and Leasing Consultant

- ✦ Sold one of only 75 WRX STi Type RAs, the rarest Subaru ever available to the Canadian market
- ✦ Increased sales volume and revenue by 30 per cent year-over-year
- ✦ Achieved the second highest gross per vehicle in the dealership
- ✦ Top Sales: December 2018, February 2018, May 2017
- ✦ Negotiated sales terms
- ✦ Completed vehicle registration, documentation and related administrative duties
- ✦ Followed up with existing clients to ensure satisfaction and build loyalty

RIMOWA Toronto Flagship Boutique // May 2014 – June 2016

Sales Associate

- ✦ Helped to grow the Toronto flagship and develop the brand in the North American market
- ✦ Brainstormed ideas for local brand awareness and new client capture
- ✦ Created a product information booklet using Adobe Illustrator for corporate and client outreach
- ✦ Ensured merchandise was displayed to company's recommended standards
- ✦ Communicated with the repair department and head office regarding client repairs