

# Sarah Mekonen

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## Summary of Skills and Qualifications

- **Strategic Communications Planning:** Experience collaborating with internal and external stakeholders to develop and implement comprehensive communications strategies at NABC, resulting in an 18% growth in website traffic within six months.
- **Content Creation and Management:** Proven ability to develop, write and edit various communications materials, including media releases, blog posts, social media messages, and newsletters, reaching 2000+ stakeholders nationally while working at NABC.
- **Website Redesign Expertise:** Experience leading the development of two website redesigns, overseeing design, layout coordination, and content curation.
- **Evaluation and Reporting:** Competent in tracking web, social media, and newsletter analytics, to craft actionable reports to guide strategic decision-making for communications initiatives.
- **Technical Literacy:** Proficient in Mailchimp, Hootsuite, Constant Contact, Adobe Premiere Pro and Photoshop, WordPress, Wix, Canva, Microsoft Office Suite, Intranet, SharePoint, and Outlook.

## Professional Experience

### Senior Communications & Digital Content Coordinator

May 2024 - Present

Network for the Advancement of Black Communities (NABC), Toronto, ON

- Facilitate cross-departmental collaboration to ensure consistent brand messaging across the organization, fostering internal cohesion and amplifying NABC's voice in the community.
- Spearhead feedback mechanisms, including surveys and engagement initiatives, to gather insights directly from stakeholders, fostering transparency and inclusivity in decision-making processes.
- Play a key role in securing resources for NABC's sustainability, contributing to funding proposals and engaging with potential partners, driving organizational growth and impact.
- Monitor web, social media, and newsletter analytics and generate reports that identify risks and opportunities for communications campaigns and strategies.

### Communications & Digital Content Coordinator

February 2022 – May 2024

Network for the Advancement of Black Communities (NABC), Toronto, ON

- Developed and executed a comprehensive communications strategy, encompassing key messaging, stakeholder engagement, channel optimization, and crisis communications management, resulting in a 18% growth in website traffic within six months.
- Produced compelling digital content, including website copy, media releases, and social media posts, adhering to web accessibility standards to maximize reach and impact.
- Curated content for 100+ newsletters reaching 2000+ stakeholders within the Black nonprofit sector nationally, fostering community engagement and knowledge mobilization.
- Managed the redesign and maintenance of organization's website, collaborating with web developers to ensure seamless user experience and timely execution.

## **Communications Coordinator**

*City of Guelph, Guelph, ON*

April 2021 – October 2021

- Provided tactical communications expertise including editing and writing 50+ construction notices, posting social media messages, coordinating design and booking space for print advertisements, hiring video vendors, completing web updates using WordPress, and writing and issuing media releases.
- Developed and measured effective communications plans and strategies that were driven by goals and corporate connections as seen through my work on the Guelph Urban Design Awards where I garnered over 6,000 impressions and 100 engagements on Twitter and Facebook.
- Implemented the City's construction communication plan to inform and engage stakeholders about current and future road closures and provided updates on capital construction projects.
- Supported and encouraged open and transparent communication with internal and external stakeholders.

## **Website Coordinator**

June 2020 – April 2021

*Centre for Community Based Research Canada, Waterloo, ON*

- Assisted in the redesign of the organization's website to manage and organize publications and case studies demonstrating strong detail orientation and high level of accuracy.
- Gathered 15+ peer-reviewed journals and performed qualitative analysis to develop a report centered around community-based research.
- Co-authored with researchers to create blog posts for publishing on organizations website.
- Analyzed and communicated action plans with team about weekly targets and results.

## **E d u c a t i o n**

### **Honors Bachelor of Arts, Communications, Religion & Culture**

*Wilfrid Laurier University, Waterloo, ON*

- Applied Social Research Specialization: Refined skills in advanced research methods and data analysis, both quantitative and qualitative

## **P r o f e s s i o n a l D e v e l o p m e n t**

- **5+ computer programming courses** at Conestoga College to gain knowledge of common software design and documentation standards, including requirement gathering, user research, and specifications
- Certificate for **Adobe Suite Social Media & Content Creation**
- **Human Rights 101** Certificate with the Ontario Human Rights Commission
- **Ontario Human Rights Code and the Accessibility for Ontarians with Disabilities Act** Certificate with the Ontario Human Rights Commission