

Sarah Mekonen

She/Her | sarah.h.mekonen@gmail.com | (519) 998-9248 | sarahmekonen.com

Summary of Skills and Qualifications

- **Strategic Communications Planning:** Develop and implement communications strategies in collaboration with internal and external stakeholders, including contributing to an 18% increase in website traffic at NABC within six months.
- **Content Creation and Management:** Write and edit high impact communications materials including news releases, thought leadership articles, social media content, and newsletters, engaging 2000+ stakeholders nationally at NABC.
- **Website Development and Redesign:** Lead website builds, redesigns, and ongoing content maintenance, overseeing design, content development, layout coordination, and accessibility to strengthen usability and brand consistency.
- **Evaluation and Reporting:** Track website, social media, and newsletter analytics, to produce actionable insights and performance reporting that supports strategic decision-making.
- **Digital Tools and Platforms:** Proficient in Mailchimp, Constant Contact, Hootsuite, WordPress, Wix, Canva, Adobe Premiere Pro and Photoshop, Microsoft Office Suite, SharePoint, Outlook, and Intranet platforms.

Professional Experience

Senior Communications & Digital Content Coordinator

May 2024 - Present

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

- Lead NABC's strategic communications, shaping messaging, reaching key audiences, and strengthening brand presence across the nonprofit sector.
- Coordinate external stakeholder communications with funders, municipal partners, and government officials, driving joint promotions, securing approvals, and producing content that advances NABC's collaborative work.
- Manage editorial planning for thought leadership features, coordinating interviews, stakeholder approvals, and distribution to amplify community voices and strengthen visibility.
- Developed the Black Canadian Learning & Transformation Institute (BCLTI) on NABC's website while continuing to maintain the full site, including content updates, page design, and device testing to ensure an accessible user experience.
- Track performance metrics across channels and report risks, opportunities, and recommendations that inform communications planning.

Communications & Digital Content Coordinator

February 2022 – May 2024

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

- Developed a comprehensive communications strategy encompassing key messaging, stakeholder engagement, channel optimization, and crisis communications, resulting in an 18% increase in website traffic within six months.
- Produced and published multi-channel content including 100+ newsletters reaching 2,000+ stakeholders, news releases, and social media posts.

- Supported staff internally through regular check-ins to assess communications needs and priorities, translating complex program work into clear, public-facing materials including impact stories, event promotions, report design, and branded slideshow and report templates.
- Managed the redesign of NABC's website, collaborating with web developers to ensure seamless user experience and timely execution.

Communications Coordinator

April 2021 – October 2021

City of Guelph, Guelph, ON

- Implemented the City's construction communication plan for capital construction projects, attending weekly planning meetings with engineers to distill complex information and writing 50+ construction notices for public distribution.
- Provided tactical communications expertise including coordinating design and booking space for print advertisements, hiring video vendors, managing web updates, posting social media messages, and writing and issuing media releases.
- Developed and measured communications plans aligned with corporate priorities and program goals, including the Guelph Urban Design Awards which generated 6,000+ impressions and 100+ engagements on Twitter and Facebook.

Website Coordinator

June 2020 – April 2021

Centre for Community Based Research Canada, Waterloo, ON

- Assisted in the redesign of the organization's website by managing and organizing publications and case studies, demonstrating strong detail orientation and high level of accuracy.
- Gathered 15+ peer-reviewed journals and performed a qualitative analysis to develop a report centered around community-based research.
- Co-authored with researchers to create blog posts for publishing on organization's 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