

Dannie Le

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Experience

DECEMBER 2022 - PRESENT

Shield of Athena Family Services, Montréal – *Communications and Media Relations Officer*

- Development and execution of media strategies, ensuring increased coverage in leading media outlets (CTV, Global News, City News).
- Writing and distribution of press releases and media kits to enhance visibility.
- Development of a digital strategy, resulting in a +74% organic growth on Instagram, 30.77% growth on Facebook, and 500% growth on LinkedIn.
- Design and management of advertising campaigns on Meta, LinkedIn, and Instagram.
- Management of multiple projects: planning events and fundraising in collaboration with the board of directors.
- Acted as a strategic communication advisor, providing guidance on best practices for internal and external communication to support organizational priorities.
- Writing content for internal channels such as newsletters, leadership messages, and presentations for management and employees.
- Development and implementation of communication strategies to promote employee engagement and strengthen their connection with the organization.

FEBRUARY 2022 - JUNE 2022

Alter New Media, Los Angeles (remote) – *Public Relations and Influence Marketing Coordinator*

- Press relations management for over 20 clients in various sectors, ensuring increased media coverage and strategic opportunities in specialized media.
- Organization and promotion of artistic and musical events, contributing to their visibility with a wide audience and the media.

Education

IN PROGRESS - WINTER 2025

Université de Montréal – *Certificate in Public Relations and Communications*

FREQUENTED PERIOD - 2019 TO 2020

Université de Montréal – *Bachelor of Administration - Marketing*

Skills

- Media Relations: Managing press relations and creating strategic content.
- Digital Content Writing and Management: Expertise in writing for social media, blogs, and newsletters.
- Digital Advertising: Proficient in advertising tools on Meta, LinkedIn, TikTok, and Instagram.
- Project Management: Organizing and overseeing communication campaigns, event management.
- Bilingualism: Writing and communicating in French and English for diverse audiences.
- Digital Tools: Canva, Meta Business Suite, Google Analytics, newsletter management tools.