

LECHÉ HOPE WHITEMAN

COMMUNICATIONS

A Communications graduate with 5 years of experience and a proven track record of success. I am a creative and innovative communication strategist, with a passion for building engaged communities and helping organizations to reach their goals through digital media, community building and authentic connection.

EDUCATION

RYERSON UNIVERSITY
Professional Communication
Sept 2016 - April 2020

SKILLS



Social Media



Content Creation



Ideation



Logistics



Marketing



Strategic Planning



Experiences



Strategic Relations

"Leché consistently contributed innovative ideas for social media and blog/video content and brought her positivity and creativity to every project. During her time at Rethink, Leché quickly became a collaborative member of our team but was also keen to take on new tasks and work independently."

Nicole Aarssen,
Social Media Strategist at Rethink Breast Cancer

WORK EXPERIENCE

DIGITAL COMMUNICATIONS SPECIALIST City of Pickering | April 2021 - Present

- Building and nurturing a community of women, working to add value to their lives through our content and products
- Creative direction, design, and execution of all social media, website, printed content for an engaged and active following
- Developing roster of creative talent, mood boards and creative direction of photoshoots.

PROJECT COORDINATOR & MARKETING LEAD Congress of Black Women of Canada | Jan - July 2021

- Manage all communication, advertising and promotion of the multi-event e-summit, including webpage, Facebook, all social media platforms & all influencer marketing
- Building & managing all mailing & distribution lists
- Securing and outreaching to all speakers, track registration and manage all related communications
- Research community resources to complement the Wellness project event.

SOCIAL MEDIA COORDINATOR Ryerson University Career Centre | Sept 2019-Present

- Assist with the design and implementation of communication and marketing plans in support of events and build a strong online presence
- Aid in the day-to-day management of the social media presence, including LinkedIn, Twitter, Instagram, Instagram stories and Facebook
- Actively provide communications and marketing support on event days
- Social media campaigns to showcase all initiatives to stakeholders via social media channels.

COMMUNICATIONS & MARKETING COORDINATOR Canadian Education Association | May-Sept 2019

- Plan, create and publish daily content that built meaningful connections and encourage user engagement on social media, blog and website;
- Contribute to the ideation of social media ad campaigns & the creation of original and thought-provoking content
- Publishing and management of the website;
- Ideation of strategic marketing and tactics to generate new opportunities via the website;
- Improve SEO positions for target keywords consistently, and help design and implement media marketing strategies through competition research, platform selection, benchmarking, messaging and audience identification.

VP OF EVENTS - LOGISTICS

Ryerson Toastmasters | Sept 2018 - Present

- Successful execution of Toastmaster's most successful event, 'Ryerson's Next Top Speaker's conference attended by up to 250 people, 3 consecutive years
- Coordinating the logistics and planning of all Toastmaster events, 8 per year
- Coordinated and marketed the first very virtual RNTS 2021 as a result of COVID-19.
- Securing venues, guest speakers, establishing event decor & coordinating with a team of 25.

COMMUNICATIONS & MARKETING INTERN

Rethink Breast Cancer | May-July 2018

- Ideation, planning, and execution of photoshoots and material for social media, website and online presence;
- Planning of organization's largest, Canada Wide fundraiser event; and
- Developing & assisting in Organization's top 3 campaigns & marketing initiatives.

COMMUNITY OUTREACH ASSOCIATE

Community Innovation Lab | July-Sept 2018

- Built a calendar of lively business engagements, events and activities both within the organization and within the community to build brand, trust and effectiveness;
- Built sustainability through targeted membership, participant and partnership outreach, events and fundraising campaigns; and
- Coordinated the logistics and planning of Durham's 1st Women's Entrepreneurship Finance Conference, organization's most successful event.

ACHIEVEMENTS

- Won **MICROSOFT CASE COMPETITION** at Ryerson's Marketing Conference 2019, placed 2nd
- Won Ryerson University's First **Professional Communication's Case Competition**, sponsored by Rainier Apples, placed 2nd
- Offered scholarship from **MIAMI AD SCHOOL** for Master Degree Abroad
- Founded **GAUDI inc**, a fine art and handcrafted jewelry line
- The successful execution of multiple events with **Ryerson's Toastmasters**
- Facilitation of multiple **Toastmaster's** workshops and seminars
- The successful execution of **Rethink Breast Cancer's** largest, annual fundraiser, Boobyball and
- Received **Ontario Scholarship Award** for Achieving a 90% average in the final year of 2nd studies.

VOLUNTEER EXPERIENCE

- **Event Coordinator to SheSpeaks Org.** ideation and execution of all event logistics.
- **Mentor to Ryerson undergraduate students**, new to both the country and the university, offering support, guidance, resources and insight; and
- **Orientation Week and Faculty leader**, working in Ryerson's Faculty of Communication and Design to welcome, organize and inform freshman undergraduate students of multiple resources and activities on Ryerson campus, throughout the year.

"Leche's drive, strong work ethic, positive and outgoing personality, and passion for supporting entrepreneurs were great additions to our team. She brought a lot of insight to the role and helped us to develop several connections in Durham Region!"

Brenna Ireland,
Director of Operations at Community Innovation Lab