

Brad Haws

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RESUME SUMMARY

Dedicated and detail-oriented professional with experience in public relations, digital media, and constituency support. Proven track record of managing communications, fostering stakeholder relationships, and executing campaigns that drive engagement and community impact. Skilled in strategic content coordination, policy research, and administrative coordination, with a passion for delivering exceptional service and results in fast-paced environments.

EDUCATION

Mount Royal University *Calgary, Alberta*

Bachelor of Communications in Public Relations.	Graduated June 2024
Business Administration Program	2010–2013

Southern Alberta Institute of Technology *Calgary, Alberta*

Radio, Television and Broadcast News (1 year)	2009–2010
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WORK EXPERIENCE

Communications Specialist (Contract)

Noctua Therapy – Calgary, Alberta. Mar. 2025 – Current

- Developed and implemented a comprehensive communications strategy tailored to mental health services, enhancing visibility and client outreach.
- Optimized the organization's Squarespace website, improving SEO for both Alberta and Ontario regions to increase search ranking and client inquiries.
- Created a standardized communications package including a content calendar, platform-specific recommendations, and brand consistency guidelines.
- Conducted competitor analysis and integrated region-specific landing pages to strengthen local SEO performance.
- Coordinated digital content for newsletters and social media to foster community engagement and client retention.

Communications Coordinator (Contract)

Indigenous Psychological Services – Calgary, Alberta. Jan. 2025 – June 2025

- Develop and manage digital content, including website updates and social media engagement, to enhance public awareness of Indigenous mental health initiatives.
- Craft clear and impactful messaging to communicate organizational objectives, services, and advocacy efforts.
- Support community outreach by coordinating events, maintaining stakeholder relationships, and ensuring culturally informed communication strategies.
- Manage media relations and facilitate engagement with key partners to strengthen visibility and outreach.

Constituency Assistant

Legislative Assembly of Alberta – Calgary, Alberta. May 2024- Dec. 2024

- Provided constituent support by addressing inquiries, resolving concerns, and connecting individuals with provincial programs and services.
- Coordinated the MLA's schedule, including meetings, events, and travel, ensuring efficient time management.

- Organized and promoted community events and town halls, strengthening the MLA's engagement with constituents.
- Drafted correspondence, newsletters, and social media content to communicate legislative updates and initiatives.
- Conducted research on policy issues and prepared briefing materials to support the MLA's legislative priorities.
- Maintained accurate records and ensured compliance with legislative office protocols.

Digital Media and Content Coordinator

Mental Health Foundation – Edmonton, Alberta. May 2023 – April 2024

- Led digital media campaigns driving an average of 54% increase in online engagement across all platforms, a 179% growth in impressions, and grew their social media audience by 11% across all platforms over a 10-month period.
- Produced compelling content across social media, website, and email newsletters.
- Collaborated to highlight the impact of supported programs, fostering community engagement.
- Provided evaluation and reports on social media campaigns, SEO, and ad effectiveness.

VOLUNTEER EXPERIENCE

Digital Media and Content Coordinator

Heal With Me Psychology – Calgary, Alberta. Mar. 2022 – Current

- Designed and maintained a website for the organization, resulting in an increase in client intake of 20%.
- Created social media content for Facebook and Instagram.
- Developed a communications package for promotions.
- Created a corporate identity guide, providing a custom look and a more professional appeal to clientele.
- Developed a digital media plan for future posts and content, outlining optimal posting times, potential partnerships, SEO key terms, and templates for this content.

Communications Coordinator

Ascend Harm Reduction – Calgary, Alberta. May 2022 – Dec. 2024

- Created social media content for Facebook and Instagram, increasing followers by over 15% in a 3-month period.
- Contacted venues and promoters for upcoming events, maintained relationships with vendors, and managed lines of communication between clients.
- Developed a communications package for promotional events.
- Instituted a corporate identity guide for the organization, providing a more professional appeal.
- Designed a website for the organization.
- Attended events and communicated with the public at the harm reduction information booth.

Public Relations Intern

Canadian Center for Men and Families – Calgary, Alberta. June 2021 – Apr. 2022

- Conducted grant proposal research for executives by searching for relevant associated groups and providing information on their activities, financial structure, and organizational effectiveness.
- Performed copywriting tasks for social media posts and media releases sent out to multiple stakeholders.
- Crafted branding material for internal and external communications, including formatting and digital design elements.