

JANNA R FRITH

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Audience-focused Communications Professional, skilled in creating content that engages and compels audiences forward in empathy and awareness. Interpersonal rapport, developed through progressive customer-facing and inter-office roles culminating at the executive level, combine with my collaborative, deadline-driven approach to ensure the quality, accuracy, and impact of each story. Committed to personal growth and development in the communications field, as evidenced by recent post-graduate study. Combining education, work, and volunteer experience with a strong skillset to help build healthier communities through audience-centered communications in the healthcare and nonprofit sectors.

KEY STRENGTHS

Crystallize ideas into persuasive writing Teamwork and collaboration Audience-centered communication
Digital workflow management (e.g., Asana) Storytelling & feature writing SEO optimized copywriting

PROFESSIONAL EXPERIENCE

Writer, Marketing & Communications (June 2023-present)

Reporting to the Vice-President of Marketing & Communications. Responsible for creating emotive content across multiple platforms to support national awareness campaigns, including website and ad copy. Employed storytelling strategies to craft persuasive copy for **55+** direct response appeals — including digital fundraising campaigns and direct mail — to solicit and steward donors. A recent campaign generated a **7% YoY increase** in email revenue. Skilled at conducting research and interviews to develop **30+** articles, profile stories, feature pieces, and advertorials. Collaborated on developing annual reports, writing executive communications for internal and external audiences, managing editorial calendars and community engagement initiatives. Provided copywriting support for signature events and worked enthusiastically with cross-functional teams to advance the organization's overall goals.

Storytelling Copywriter (2021-2025)

Reporting to the Executive Director as a volunteer, successfully increased online audience engagement by conducting client interviews and sensitively crafting their personal stories into compelling profile pieces used in fundraising appeals, social media content, and impact reports.

Executive Assistant (2009-2011)

Reporting to the President and Executive team. Handled diverse responsibilities, including preparing meeting materials, managing office functions, overseeing customer service, invoicing, event planning, and efficiently liaising with senior Town of Markham executives, Council, clients, and development partners. Proficient in managing executive calendars and Board correspondence.

Administrative Assistant (2008-2009)

Reporting to the Program Manager, supporting Case Management and ACTT teams in all aspects of office management. Managed event and program logistics, including materials and waitlists, conducted client intakes, and ensured confidentiality of client information. Tracked client referral sources, connected clients with community supports, and successfully coordinated an office relocation. Orchestrated events such as Open Houses and sourced venues/catering for off-site programs.

RISE Support Centre

Markham District Energy

Canadian Mental Health Association

(continued)

Public Relations CO-OP Work Experiences (May 2006-August 2007)

Reporting to the Chief of Communications & Stakeholder Relations at **Sunnybrook Health Sciences Centre** and the Healthcare Account Director at **Cohn & Wolfe**. Accountable for managing diverse projects in both hospital and PR agency settings. Proven track record in conducting interviews, crafting feature pieces, translating scientific content for newsletters, generating media coverage, and contributing to successful event planning.

Additional Administrative Assistant work (2001-2005)

EDUCATION

Communications – Professional Writing, Graduate Certificate with High Honours 2022-2023
Centennial College, Toronto, ON

Bachelor of Public Relations (Co-operative Education) 2005-2007
Completed 2 years of a 4-year program, including 2 co-op placements
Mount Saint Vincent University, Halifax, NS

Office Systems Administration Diploma, Executive Secretary 2001
Holland College, Summerside, PE

VOLUNTEER WORK

- Leadership roles in event planning for church-related activities, including events that hosted 300 people, summer day camps, holiday events, weekend seminars, a bi-weekly food distribution for 40+ families in partnership with Scott Mission, and a monthly food pantry serving 200+ individuals. (2009-2025)
- Assisted with Level 2 ESL classes (2008-2019)
- Leadership committee member for community overnight event. Directed marketing strategy and managed digital presence, achieving 200 registrants. (2019)
- Spearheaded community drives for in-kind donations supporting non-profit organizations (2013-2020)
- Kids' ministry volunteer: leadership and support roles, engaging youth from kindergarten to high school (2001-2024)

TECHNICAL PROFICIENCIES

- **Content Management Platforms** (WordPress, Wix, Blogger)
- **Design Tools** (Canva, Articulate Storyline)
- **Project Management** (Asana, Basecamp)
- **Email Marketing** (Mailchimp)
- **Analytics** (Google Analytics, Meta Analytics/Facebook Insights)
- **Productivity Suites** (Microsoft 365 / SharePoint, Google Workspace)
- **Social Media** (Facebook, Instagram, LinkedIn, YouTube, Pinterest)