**SENIOR PUBLIC RELATIONS & COMMUNICATIONS EXECUTIVE**

Strategic Communications | Arts & Culture Advocacy | Brand Development

Dynamic and results-driven senior communications and public relations executive with over 15 years of experience leading strategic initiatives in the arts, non-profit, and corporate sectors. Proven expertise in arts management, media relations, crisis communications, brand positioning, and digital strategy. Adept at building and executing high-impact PR campaigns, securing top-tier media placements, and fostering strong stakeholder relationships. A skilled mentor and educator with a track record of curriculum development and graduate-level instruction in public relations and arts marketing.

**CORE COMPETENCIES**

* Strategic Communications & Public Relations
* Media & Influencer Relations
* Crisis & Reputation Management
* Arts Marketing & Brand Strategy
* Digital & Social Media Engagement
* Event Planning & Promotion
* Fundraising & Sponsorship
* Stakeholder & Community Engagement
* Executive Coaching & Public Speaking

**PROFESSIONAL EXPERIENCE**

**DKPR Public Relations Inc. – Founder & Principal Consultant**

*Strategic Communications & Digital Media | 1999 – 2024*

* Led high-profile PR campaigns for major arts and cultural organizations, including Canada’s Walk of Fame, Mirvish Productions, TIFF, Just for Laughs Festival, and City of Toronto.
* Developed digital strategies for arts organizations, including audience targeting, SEO, social media, and e-commerce growth, resulting in a 50% increase in social media followers and 245% engagement growth.
* Managed agency operations with an annual revenue of $400K–$500K, hiring and mentoring a team of five professionals.
* Secured global media placements in AP, Entertainment Tonight, People Magazine, CNN, CBC, Globe and Mail, and more.
* Led regional tours and media strategies for entertainment and arts organizations, enhancing visibility and engagement.
* Managed high-profile event PR, including major national campaigns for the Ontario Science Centre, ROM, and the Dubai International Film Festival.

**Kiwanis Club of Toronto & Foundation – Acting Executive Director**

*Arts & Community Leadership | 2014 – 2015 -  [ on leave from dkpr ]*

* Led marketing, PR, and event planning initiatives for membership engagement and fundraising.
* Spearheaded the planning and execution of the 100th Anniversary Gala, securing high-profile attendees and sponsors.
* Developed and implemented digital content strategies for web and social media presence.

**Thornley Fallis – Senior PR & Marketing Consultant**

*Corporate, Government & Lifestyle PR | 2010 – 2012 - [ on leave from dkpr ]*

* Developed and executed integrated marketing campaigns for corporate, government, and lifestyle brands.
* Managed PR and media relations strategies, securing coverage in national and international publications.
* Spearheaded social media growth strategies, increasing engagement and brand awareness.

**WestJet – Director, Public Relations & Communications**

*Corporate & Crisis Communications* | 2006 – 2008 - *[ on leave from dkpr ]*

* Served as corporate spokesperson, managing all media relations, crisis communications, and investor relations.
* Developed the company's first entertainment/media strategy and launched WestJet Vacations’ international brand.
* Created internal communications initiatives, including "Jetlines" newsletter and executive media training.
* Managed PR during corporate espionage allegations involving Air Canada, ensuring brand integrity and reputation management.

**SkyDome Corporation – Public Relations & Events Manager**

*Arts, Sports & Entertainment Communications | 1996 – 1999*

* Directed PR strategies for major concerts, sports events, and corporate functions.
* Developed and executed SkyDome’s first crisis communications plan and senior management training.
* Spearheaded high-profile media campaigns, achieving extensive national coverage.

**EDUCATION & TEACHING EXPERIENCE**

* **Bachelor of Arts (Honours), Business Administration** – University of Toronto
* **Post-Graduate Diploma, Marketing & Fundraising for the Arts** – George Brown College
* **Marketing & Fundraising Certificates for the Arts** – The Banff Centre School of Management
* **Leadership Transformation Program** – Schulich School of Business, York University
* **Faculty Member, Centennial College** – Arts Marketing & Public Relations (2015–2018)
* **Instructor, Trebas Institute** – Music Marketing & Event Management (2019)

**AWARDS & PROFESSIONAL AFFILIATIONS**

* **Marketing Magazine Award Winner** – Editor for Canadian Opera Company Newsletter
* **Ontario Tourism Events Award Finalist (2nd Place)** – Marketing & Promotions
* **Board Member & Leadership Roles** – Verity Club Toronto, Kiwanis Club, Boys & Girls Club Toronto
* **Guest Speaker & Lecturer** – University of Toronto, Ryerson (Toronto Metropolitan University), Humber College, Sheridan College
* **Crisis Communications Training** – Greater Toronto Airport Authority, Fairmont Hotels & Resorts, Ragan Communications

**SELECT MEDIA PLACEMENTS & CAMPAIGNS**

* **Canada’s Walk of Fame** – National campaign with multi-platform media coverage
* **Toronto International Film Festival (TIFF)** – PR & media strategy for key industry events
* **Fairmont Royal York Hotel** – Christmas event PR strategy & media relations
* **WestJet International Expansion** – Launch PR strategy & global media junket
* **Les Misérables & Foreigner Canadian Tours** – Tour publicist & media campaign lead

**CONTACT**

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