

# Isabel Onaba

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## OBJECTIVE

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To leverage 4+ years of business communication experience, a public relations educational background and professionalism into a position as a Communications Strategist.

## EDUCATION

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### **Bachelor of Arts Degree in Journalism,**

Focus on Public Relations and Minor in Psychology  
United States International University  
*Kenya, August 2011*

### **Practical Ways to Build Research into Employee Communication Certificate**

International Association of Business Communicators (IABC) Academy

### **How to Add Measurable Value as a Strategic Advisor Certificate**

International Association of Business Communicators (IABC) Academy

### **The Communications Audit Certificate**

International Association of Business Communicators (IABC) Academy

### **Delivering Meaning in a Digital World Certificate**

International Association of Business Communicators (IABC) Academy

## PROFESSIONAL EXPERIENCE

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**Kinnikinnick Studio**, Edmonton, AB

**Current (On Contract)**

### **City Planning (Infrastructure) Surveying**

- Collecting and entering data for the South Edmonton LRT Expansion (Capital Line South Extension)
- Exercised understanding of effective public engagement tactics and strategy.

**VINAJ Websites Ltd.**, Kampala, Uganda

**March 2016 – Feb 2017**

### **Public Relations & Marketing Lead**

- Created and implemented marketing and public relations/communications strategies and campaigns for over 30 clients to improve their corporate identities through first rate research
- Generated new business opportunities through networking, established and cultivated strong relationships with existing clients to ensure that they were always getting the services they required

- Developed, edited and proofread internal and external communication, including website, brochures and social media content that was dispersed to company stakeholders, existing and potential clients
- Identified potential issues for company clients and offer strategic solutions to manage and mitigate concern
- Supervised social media and sales representatives, edited material, coached on writing correspondence and fostered an environment for success through goal-setting, and performance evaluations

**Vantage Wealth Group, Peace River, AB**  
**Public Relations Officer**

**Oct 2013 – Jan 2016**

- Spearheaded internal and external communication strategies, presented to company stakeholders and executives and ensured communication materials were effectively utilized in forwarding information, updated and edited website content
- Acted as spokesperson for the company and responded to online, telephone inquiries and walk-ins, developing key messages and communication materials via the appropriate communication channels
- Authored performance reports and wrote and edited web content
- Secured tenants for 2 commercial and over 70 residential spaces in Peace River and Edmonton

**TEDx, Kampala, Uganda**  
**Host**

**Jan 2012 - Sept 2013**

- Assisted in organization of all TEDx events in Kampala, Uganda
- Created and managed the programs for all events
- Communicated with speakers and organizers to ensure proper organization and flow of events

## **AFFILIATIONS AND ASSOCIATIONS**

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- International Association of Business Communicators (IABC) *April 2017 – to-date*
- Peace Challengers Toastmasters *Feb 2014 – Jan 2016*

## **VOLUNTEER WORK**

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Peace Challengers Toastmasters, Peace River, AB

**Fall 2014 – Fall 2015**

**Vice President of Public Relations and Membership**

- Orchestrated and coordinated all events to get the public to know about Toastmasters and its benefits
- Communicated and followed-up with all individuals and companies interested in joining Toastmasters

*References available upon request*