

ZOÉ·BUISSÉ

(204) 979-0929 | zoebuissecreative.ca | zoebuisse@shaw.ca | Winnipeg, MB

Creative and detail-oriented bilingual communications professional (French and English) with 3+ years of experience in marketing, public relations, and content creation. Skilled in writing and editing, with a strong understanding of brand voice and storytelling.

EXPERIENCE

Communications/Marketing Intern
CentrePort Canada Inc.

April 2025 – May 2025
Winnipeg, MB

- Wrote and edited newsletters, website articles, media releases, presentations, and speaking notes for the CEO and board, ensuring all deliverables met deadlines and maintained a consistent voice.
- Created branded promotional materials, including posters for a high-profile June Mixer event, using Adobe Express and Canva; materials were shared with hundreds of partners and stakeholders.
- Shot and edited photos for social media platforms with 4,000+ followers, ensuring content matched brand standards and contributed to engagement goals.
- Took detailed notes during internal meetings (4–8 attendees), ensuring accurate records and timely follow-up on action items.

Marketing/Content Creator
Festival du Voyageur

November 2024 – December 2024
Winnipeg, MB

- Completed a 3-week work placement focused on digital content creation and marketing.
- Shot and edited 4 craft tutorial videos (2 French, 2 English) for the school program.
- Contributed to website updates by editing page layouts and refreshing event content.
- Gained hands-on experience with Mailchimp and ShowClix to market events and concerts.
- Applied marketing strategies to support an annual festival drawing over 75,000 attendees.

Receptionist/Key Holder
Aevi Spa Salon Boutique

April 2023 – Present
Winnipeg, MB

- Supported front-facing brand experience by managing daily interactions with 100+ clients, ensuring consistent, high-quality service aligned with brand values.
- Strengthened customer loyalty and satisfaction through professional and personalized communication.
- Contributed to business operations by coordinating appointments, handling payments, and maintaining workflow efficiency in a fast-paced environment.
- Managed daily cash handling, including counting drawers, reviewing sales reports, and balancing totals over \$10,000.

EDUCATION

Creative Communications Diploma (2 Year) — Public Relations

Red River College Polytechnic

Expected June 2025

Winnipeg, MB

Created industry-standard communications and marketing projects, including:

- Planned and executed a strategic communication plan with performance tracking and content scheduling.
- Planned and executed an event for 200+ guests, including post-event reporting.
- Coordinated and ran a mock news conference.
- Created a sponsorship proposal for a client's event, making sure it was clear, persuasive, and on-brand.
- Developed media kits, news releases, and engaging content such as blog posts, newsletters, and presentations.
- Designed and executed marketing campaigns and websites.
- Wrote professional speeches for clients and spokespersons for various events and presentations.

Bachelor of Arts (4 Year) — Psychology (Interdisciplinary Linguistics minor)

The University of Winnipeg

February 2022

Winnipeg, MB

VOLUNTEER

Camp Facilitator

Camp yAAC

March 2016 – Present

Headingley, MB

- Coordinated activities and logistics for Camp YAAC, a 3-day camp for non-speaking children using augmentative and alternative communication devices.

AWARDS

- Canada Life Award (2024)
- Academic Proficiency Scholarship (2019, 2020, 2022)
- Dean's Honour List-Student of Distinction (2018)
- Dean's Honour List-Student of Highest Distinction (2020, 2022)

ADDITIONAL TRAINING

Fundamentals of Media Relations — Muck Rack

September 2024

SEO Foundations — LinkedIn Learning

August 2024

Excel Essential Training — LinkedIn Learning

October 2023

Producing Podcasts — LinkedIn Learning

October 2023

4 Seasons of Reconciliation — RRC Polytech

September 2023