

# Samantha Estoesta

Samantha blends her academic skills of communications and digital engagement with nearly a decade of experience in both public and private sectors, fuelled by her passion to create communities - online and offline.

## EXPERIENCE

### **TD Bank - TD Innovation Lab, Kitchener, ON — Outreach Operations Manager**

September 2017 - PRESENT

Creates the Lab's social media strategy focusing on recruitment goals, leading to 75% of over 2000 potential hires referencing the Lab's social media presence in the interview pipeline; runs external/internal workshops utilizing Design Thinking; aids in the management of community engagement strategies, inclusive of funding upwards of \$750,000 to initiatives focused on diversity and inclusion in STEM

### **Mad Hatter Technology, Kitchener, ON — Community Engagement & Government Relations Manager**

February 2016 - September 2017

Created and executed community engagement strategies, inclusive of globally engaging 10,000 individuals through Mandy Bujold's Rio 2016 and #WeRally2021 digital campaigns; wireframed governmental and institutional websites; facilitated Design Thinking strategy sessions.

### **Workplace One Kitchener, Kitchener, ON — Community Manager**

August 2015 - February 2016

Created community partnerships with the City of Kitchener, non-profit organizations, Chamber of Commerce, and Downtown BIA to engage with current and future tenants, complementing the successful management of the center's operations, billing, and services

### **APIRG - U of A, Edmonton, AB — Working Group Coordinator**


July 2014 - May 2015

Successfully managed 15 working groups and 30+ volunteers, supported the board through training, development, and conflict management, ran workshops on a variety of community engagement strategies across the university and throughout applicable communities

### **LSPIRG - WLU, Waterloo, ON — Executive Director**

May 2013 - May 2014

Created a budget, operations plan, and strategic plan for the organization with the Board of Directors, designed and implemented staff, volunteer, board and working group training, along with operational management of the organization

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## LANGUAGES

HTML, XHTML, CSS with additional skills in JavaScript, PHP, and Ruby

## SOCIAL MEDIA & BLOG EXPERIENCE

Extensive experience running campaigns on Facebook, Twitter, LinkedIn, SnapChat, Instagram, WordPress, Drupal, and Tumblr

## METRICS & MARKETING

Extensive knowledge of SEO, pay-per-click, Google AdWords and Google Analytics

## GRAPHIC DESIGN

Extensive experience with Photoshop, Illustrator, InDesign, Canva, Balsamiq, and InVision

## PROFESSIONAL DEVELOPMENT

Typography and Digital Design,  
University of Alberta

Negotiation and Conflict  
Management,

United States Institute of Peace

Conflict Analysis,

United States Institute of Peace

Interfaith Conflict Resolution,

United States Institute of Peace

## **REAP, Waterloo, ON — *Community Manager***

January 2013 - May 2013

Created and implemented a social media strategy utilizing Facebook, Twitter, Tumblr, complete with creating content that supported STEAM initiatives and building a positive online community

## **REAP, Waterloo, ON — *Marketing Analyst***

May 2010 - December 2013

Created cross-platform solutions between multi-faceted technologies, such as micro tiles, motion technology, and mobile applications within the specified markets of health care, education, and arts/culture utilizing Design Thinking strategies

## **EDUCATION**

### **Royal Roads University, Victoria, B.C — *Masters of Arts in International Communications***

September 2014 - June 2016

### **University of Waterloo, Waterloo, ON — *Bachelors of Arts in Peace and Conflict Studies***

September 2009 - June 2013

## **NOTABLE PROJECTS & SOCIAL MEDIA STRATEGIES**

### **#TDLabLife – *Social Strategy & Recruitment Strategy***

I created a social media strategy for a TD department, outside of the channels run through Corporate Affairs and Public Affairs, inclusive of Twitter, Instagram and Medium, increasing Twitter followers by 50% within 6 months, and attracted 5000+ students from across the province to apply for co-op positions. 75% of 2000 potential hires referenced our social media presence during the hiring process.

### **#WeRally2021 — *Social Strategy & Community Engagement***

Within 3 months, I created and executed a social media and community engagement strategy that included over 10 million impressions and 1 million unique engagements. #WeRally2021 also trended Canada-wide on Twitter twice during the execution of this strategy.

### **#MandyMadness — *Community Engagement***

I designed a social media strategy and web platform for Kitchener's Mandy Bujold to engage with fans back home and across the globe as she competed in Rio during the 2016 Summer Olympics, building a hashtag strategy that was used by CBC, Canadian Tire, CTV and leaders in sport.

## **DIVERSITY & EQUITY IN STEM**

### **SPEAKING ENGAGEMENTS**

Netizens Panel: Cyberbullying  
June 2019

Online Violence: Redefining Trolling  
May 2019

Fluxible: Poetry & Web Dev as Art  
September 2018

HiveWR: Diversity & Innovation  
June 2018

CUTC 2018: INSPIRE,  
May 2018

Microsoft Inclusion Talks,  
July 2017

Language as a Crucial Part of Equity  
in Citizen Science, International  
Citizen Science Conference,  
May 2017

Change the Ratio Waterloo Region,  
March 2017

People of Canada Twitter Handle,  
#WomenInSTEM  
September 2016

## **POLITICS, ACTIVISM & ENGAGEMENT**

#WomeninPolitics Panel  
June 2019

International Women Day: Activism  
in the Age of Fascism Panel  
March 2019

International Women Day:  
Emotional Labour Workshop  
March 2019

Change the Ratio Waterloo Region,  
March 2018

Waterloo Region's Vital Signs  
Twitter Chat  
November 2016

People of Canada Twitter Handle,  
#WomenInSTEM  
September 2016

#ThePeopleUnited: Cyber Activism  
Congress of the Arts and  
Humanities  
May 2012