

# ALAN DOWNWARD


## RESUME

### PERSONAL

Alan Downward

### LINKS

 [LinkedIn Profile](#)

 [My Portfolio](#)

### CONTACT

(647) 449-9715

[aldownward@gmail.com](mailto:aldownward@gmail.com)

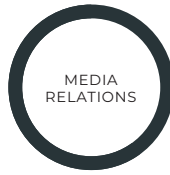
1 Hebbard Place  
St. John's, NL A1A 5J6

### REFERENCES

Available upon request.

### PROFILE

Strategic marketing professional with expertise in brand marketing, corporate communications, and media relations. Proven track record of developing campaigns that engage diverse audiences and strengthen brand reputation. Passionate about leveraging creativity and data-driven insights to help promote innovation, build consumer trust, and elevate brand impact.



### WORK

#### COMMUNICATIONS ADVISOR

PLUG'N DRIVE, TORONTO, ON | September 2024 - Present

- Directed PR and marketing for the [EVs are for Everyone Test Drive Tour](#), achieving 10M+ impressions and reaching 1M+ Canadians, leading to thousands of test drives.
- Managed digital channels using Hootsuite and media relations using Cision to boost brand visibility.
- Advised senior leadership on communications strategies that reinforced brand credibility.

#### COMMUNICATIONS AND PROJECT COORDINATOR

PLUG'N DRIVE, TORONTO, ON | November 2021 - August 2024

- Drove brand awareness through targeted social media campaigns and e-blasts, managing media relations with 100+ AJAC journalists. Earned mainstream media coverage in [Forbes](#), the [Toronto Star](#), and [Maclean's](#).
- Coordinated high-profile projects and events with partners including Ivy Charging Network ([Ivy Home launch](#)), BDC ([EV Charging Consultations](#)), Electricity Canada ([Canadian EV Awards](#)), Toronto Hydro ([EV Smart Charging Pilot Program](#)), Uber ([Road to Zero Emissions](#)), and the City of Mississauga ([Climate Change Action Plan](#)).

#### MARKETING MANAGER AND PROJECT COORDINATOR

ACCESSIBILITY PARTNERS, TORONTO, ON | May 2021 - September 2021

- Executed a full re-brand, including a new website, logos, brand strategy, and marketing objectives.
- Spearheaded all proposal writing and client communications, ensuring alignment with brand objectives.
- Managed client onboarding and project coordination, delivering successful project execution.

### EDUCATION

#### GEORGE BROWN COLLEGE

SPORT & EVENT MARKETING, POST-GRADUATE CERTIFICATE | September 2020 - August 2021

#### UNIVERSITY OF TORONTO

JOURNALISM, BACHELOR OF ARTS DEGREE | September 2016 - June 2020

Includes a Graduate Certificate in Contemporary Journalism from Centennial College  
Minor in Media Studies

### SOFTWARE

HOOTSUITE

CONSTANT CONTACT

ZOHO CRM

ADOBE CREATIVE SUITE

CISION AND MEDIA RATING POINTS

GOOGLE AND FACEBOOK ADS