

# CLAUDIA NOSSEIR

## SOCIAL MEDIA AND COMMUNICATIONS SPECIALIST

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### PROFESSIONAL OVERVIEW

Dedicated and strategic social media and communications specialist with a proven track record of creating engaging online content, managing social media campaigns, and fostering community connections. Seeking a challenging role in a dynamic environment where I can leverage my skills and expertise to enhance an organization's online presence and engagement strategies.

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### WORK EXPERIENCE

**Durham College** | Oshawa, Ont., Social Media Assistant Dec 2022 – April 2024

- Oversaw Durham College's presence on multiple social media platforms including TikTok, Instagram, Facebook, X, and LinkedIn using Sprout Social, ensuring brand consistency and alignment with the college's guidelines.
- Fostered community engagement by promptly responding to comments and messages on Sprout Social and Flockler, enhancing the college's reputation as responsive and student-focused.
- Scheduled posts leveraging social media management tools to maximize reach and engagement, resulting in increased followers and interaction rates.
- Captured and edited photo and video content at major college events such as convocations and open houses, which were crucial for promotional reels on TikTok and Instagram.
- Contributed to strategic planning meetings with the social media and communications teams, fostering a collaborative environment for idea exchange and innovation.
- Designed a data-driven communications plan targeting prospective students, significantly boosting recruitment through targeted social media trends and engagement strategies.
- Played a pivotal role as an ambassador in promotional shoots, enhancing the college's multimedia advertising campaigns across various platforms; DC viewbook; the media wall at the Oshawa Centre; LinkedIn, TikTok, X, Facebook and Instagram; featured on their blogs on the DC website (<https://durhamcollege.ca/blogs/student-experience/prepare-for-exam-success-at-durham-college/>); <https://www.linkedin.com/showcase/durham-college-alumni/>
- Drafted PR blog profile; <https://durhamcollege.ca/blogs/student-profiles/its-never-too-late-to-start-a-new-career-pivoting-to-pr-and-communications-at-dc>

**Durham College** | Oshawa, Ont., Communications Intern January 2024 – April 2024

- Formulated and implemented a strategic communication plan to boost engagement with Durham College alumni.
- Analyzed and refined communications strategies based on Alumni Strategy data to optimize outreach efforts.
- Assessed and edited the Donor Plan and Case for Support to ensure precision and alignment with organizational goals.
- Composed compelling feature profiles of DC alumni for dissemination across various social media platforms.
- Spearheaded the planning and execution of a major alumni event, significantly enhancing alumni participation and connection with the college.
- Created comprehensive plans and conducted post-event analyses to continually improve event management and outcomes.

**GrandviewKids** | Oshawa, ON, Ambassador, Family Advisory Committee, Special Education Advisory Committee member of the Durham Catholic District School Board. *Volunteer Role* April 2016 - Present

- Serve on multiple committees at the Center, committed to maximizing the potential of every child and youth.
- Act as a liaison for Grandview Kids at the Durham District Catholic School Board, facilitating information exchange at the Special Education Advisory Committee.
- Engage in the development and implementation of special education initiatives to promote an inclusive environment for all children.
- Participate in the Family Advisory Committee, focusing on the development of policies, procedures, and best practices.
- Delivered the keynote address at the Grandview Annual Charity Dinner, emphasizing the impact of services on the lives of children and youth, made possible through generous donations.
- Conducted training sessions for city camp counselors on handling the unique needs of children with special needs, ensuring a supportive camp environment.
- Fulfill duties as a Grandview ambassador, offering essential information and support to patients and families to meet their diverse needs.
- Participate in specialized panels aimed at smoothing the transition for students from Campbells Children's School at Grandview to Junior Kindergarten at the Durham Catholic District School Board.
- Commissioned by the Communications Director to author a blog post for brain injury awareness month, featured at <https://grandviewkids.ca/claudia-and-reids-story/> and profiled on my personal website.

**Stikeman Elliott** | Toronto, Ont., Corporate Team Leader

November 2004-November 2009

- Drafted and prepared all legal documents such as Motion and Application Records, Affidavits of Documents, Book of Authorities, Factum, Closing Books, letters, etc.
- Coordination of documents to be served and filed with various courts pursuant to the Rules of Civil Procedure
- Mentored new legal assistants to ensure they are onboarded and trained for success
- Conducted research on the System for Electronic Document Analysis and Retrieval (SEDAR) to search for publicly funded company documents while working with Corporate Securities

**Aird & Berlis** | Toronto, Ont., Legal assistant

January 2002-October 2004

- Worked closely with Counsel in preparing and drafting all legal documents relating to Family Law, Wills & Estates, and Civil Litigation, such as Case Conference Briefs, Motions (ex-parte), Trial Briefs, Cohabitation and Domestic Agreements, Financial Statements, etc.

**Ministry of the Attorney General** | Toronto, Ont., CAPP Team Leader

November 1999-November 2001

- Oversaw and guided a team of Client Service Consultants, playing a key role in the formulation and refinement of office procedures.
- Tasked with interpreting court orders, necessitating a comprehensive understanding of the Family Responsibility and Support Arrears Enforcement Act, 1996, and associated family law legislation.
- Analyzed court orders related to Cost of Living Adjustments (COLA) and implemented corresponding financial adjustments to align with client cost of living changes.
- Managed all aspects of payment processing, including the handling and issuing of checks.
- Conducted client interviews, prepared legal documents, engaged in legal research, composed legal correspondence, and supported attorneys in trial preparations.

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## EDUCATION

Durham College | Oshawa, Ont. | 3 Year Advanced Diploma, Public Relations and Strategic Communications

York University | Toronto, Ont. | B.A. Psychology

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## PROFESSIONAL SKILLS

Written Communication	Social Media Content	Marketing Strategy	Time Management
Verbal Communication	Social Media Planning & Strategy		Planning
Team Management	Copywriting	Adaptability	Critical Thinking
Problem-solving	Media Relations	Analytical	Decision-making
Organizational	Social Media Channels	Communications Plans	

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## TECHNICAL SKILLS

Adobe Suite	Photoshop	Adobe Premiere Pro	Hummingbird
SproutSocial	Illustrator	Flockler	Adobe Lightroom
Microsoft Office	InDesign	Canva	Adobe Acrobat Pro
WordPress			

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## ACHIEVEMENTS

Volunteer Service Award   Queens Park, Ont.	November 29, 2022
Honours Roll   Durham College, Oshawa, Ont.	April 23, 2024