



Brayden Culligan

Digital Media & Strategic Communication Specialist

Contact

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Skills

- Graphic & Motion Design
- Research & Messaging
- Campaign Development
- Social Media Strategy
- Copy Writing + Editing
- Videography + Video Editing
- Photography + Photo Editing
- Proposal & Grant Writing

Languages

- English (Native/Fluent)
- French (Advanced)

References

- Available upon Request

EXPERIENCE

DUNSKY ENERGY CONSULTING

2018—PRESENT

COMMUNICATIONS & PROPOSAL COORDINATOR

Responsible for **strategizing, conceptualizing, and executing written and visual marketing content**. Managing **social media** and a **quarterly newsletter**, and producing numerous **information designs** and **data-visualizations** for reports and presentations. Assessing **business development opportunities** with new and existing clients, and establishing and implementing numerous successful **proposal-writing** assignments, timelines, and strategies.

AALBORG UNIVERSITY

JAN – JULY 2018

MULTIMEDIA STUDENT ASSISTANT – SEPR

Part-time position with the Sustainable Energy Planning Research Group at Aalborg University (Copenhagen) producing a **variety of digital, print, and video campaigns**.

MCGILL UNIVERSITY

2015 – 2018

MULTIMEDIA ASSOCIATE INTERN – OFFICE OF SUSTAINABILITY

Part-time internship with the Office of Sustainability at McGill University. **Conceived and produced** a wide variety of **digital, print, and video campaigns** – Notably a successful referendum for a **\$1m seed-funding program**.

PHOTOFUND

2016—2019

DIRECTOR – MARKETING & PUBLIC RELATIONS

Developing and maintaining brand identity for a student social enterprise raising funds for local charities through the provision of creative services. Start-to-finish production of a wide variety of **print + digital materials, photo + video**.

ECOLOGY ACTION CENTRE

MAY – SEPT 2017

MEDIA & COMMUNICATIONS INTERN

Self-initiated summer 2017 internship, producing a variety of **digital, print, and video campaigns** for Atlantic Canada's largest environmental policy think-tank.

MCGILL SUSTAINABLE EVENTS PROJECT

2016 – 2018

PROJECT COORDINATOR & CO-FOUNDER

Founded, acquired funding for, and coordinated sustainable event-planning consultancy program. Developed and implemented **online tools/resources** and a certification process. **Trained + coordinated** volunteer consulting team.

EDUCATION

MCGILL UNIVERSITY

2015—2019

B.A. – MAJOR IN POLITICAL SCIENCE

Degree includes minor concentrations in **communications** and **environmental science**. Final research project was sentiment analysis surrounding various aspects of the Green New Deal.

UNIVERSITY OF COPENHAGEN

2018

B.A. – POLITICAL SCIENCE (EXCHANGE PROGRAM)

Exchange semester at the University of Copenhagen. Notable courses included **Strategic Climate Communication** and **American Political Campaigns**.