

Danielle Salchert

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PROFILE

Public relations professional and recent graduate from Red River College Polytechnic and the University of Winnipeg's Joint Communications Program. Skilled at creating content, writing strategically, and building strong relationships with stakeholders.

- Made a strategic communications plan to bring traction to the Creative Communications program's LinkedIn page and led a team of nine to plan and create 15 posts
- Combined strategic and creative thinking to organize a celebratory end of year event with over 150 attendees
- Edited essays, long-form articles, short stories, and editorials to help strengthen the grammar, style, and clarity of written pieces
- Produced written and digital content on Instagram, Facebook, WordPress and Mailchimp to inform parents and students about school events and achievements

EDUCATION

Creative Communications Diploma
Red River College Polytechnic

Aug. 2023 – Jun. 2025

BA in Rhetoric and Communications
University of Winnipeg

Sept. 2020 – Jun. 2025

SKILLS & ABILITIES

- Adobe Creative Suite (Premiere Pro, Adobe Audition, Photoshop, InDesign, Illustrator)
- Transferred information to Excel to produce 900+ contracts that I could distribute to primary caregivers
- Worked on a team to write speaking notes for an emcee and overlooked an awards ceremony to ensure award recipients and donors were appropriately recognized
- Interviewed youth and teachers about eco-anxiety to write a community engagement journalism story
- Spoke live on a CBC News broadcast during the 2023 Provincial Election
- Informed customers about deals and signed people up for the store's loyalty program to boost brand engagement

EXPERIENCE

Resource Assistant/Receptionist May 2023 – Sept. 2025
Government of Manitoba

- Created and mailed out contracts to service providers, downsized and organized files, and provided service providers with information relevant to their needs

Copywriter Intern Apr. 2025 – May 2025
Marshal Yard

- Wrote and edited copy for social media, agriculture newsletters, and LinkedIn articles while adhering to deadlines and the client's interests

Communications Intern Nov. 2024 – Dec. 2024
Legal Help Centre

- Constructed a content calendar, social media posts, training videos and brochures

Event Staff Jan. 2023 – May 2023
Volleyball Manitoba

- Oversaw tournaments from start to finish; helped with set up, updated results, and answered questions from coaches, parents, and players

Communications & Alumni Assistant Jun. 2022 – Dec. 2022
Linden Christian School

- Edited and created content to cater to parent and student audiences; organized and promoted an event where 70+ alumni were in attendance

Cashier/Customer Service Representative Apr. 2021 – Oct. 2022
Save-On-Foods

- Completed transactions, answered phones, cleaned, and trained new employees

VOLUNTEER EXPERIENCE & ADDITIONAL TRAINING

CPI Nonviolent Crisis Intervention Training Jul. 2024

Course on Research Ethics Mar. 2023
TCPS 2: CORE-2022

Outdoor Soccer Coach Apr. 2022 – Jun. 2023
Linden Christian School

Writing Intern May 2023
Siloam Mission

Leisure Guide Assistant Jan. – Nov. 2018
St.Amant

REFERENCES

References available upon request