

# Sharon Neb

PR + Social Media  
Portfolio

## Writing Samples

The following is one of the many press releases I created and pitched for the ALS Society of BC. This press release was picked up by various news outlets including the Surrey-Now Leader, Peace Arch News and the Voice Online. Some of the other press releases were picked up by media across BC depending on the focus of the outreach.

### **Sisters from North Delta Received the Leaders of Tomorrow Award from ALS BC**

*Five year old Maya Athwal and three year old Anna Athwal were recognized for their fundraising initiatives at the ALS BC awards ceremony.*

SURREY, BC, APRIL 3, 2018 - While other children were out playing and enjoying the summer sun last year, Maya and Anna Athwal sold blueberries and lemonade to raise funds for ALS BC. They were inspired by their uncle who was living with ALS and decided to support him by fundraising. Through their efforts, Maya and Anna raised \$1,710 for ALS BC.

Maya and Anna's father, Dave Athwal, said, "The girls wanted to help their uncle and the first idea for fundraising that came to their minds was to have a lemonade stand - just like in the movies. We then added the idea of selling blueberries as well. Maya and Anna were surprised that they had raised this much money for ALS."

"The world is in good hands with children like Maya and Anna," said Wendy Toyer, the Executive Director of the ALS Society of BC. "Their story has warmed my heart." The sisters received the Leaders of Tomorrow Award in the 5-13 years old category. The Leaders of Tomorrow Award recognizes youth and young adults under the age of 25 whom individually or as part of a group are making a difference in the lives of those living with ALS through their volunteering efforts.

The ALS Society of BC Volunteer Awards Ceremony was held on Tuesday April 3rd, 2018 at Quilchena Golf & Country Club in Richmond, B.C., to recognize the involvement of volunteers and contributors for supporting the ALS Society of BC.

### **About ALS Society of BC**

The ALS Society of BC raises funds for research, and to provide direct support to ALS patients, and their families and caregivers.

#### **For more information:**

Visit: [www.alsbc.ca](http://www.alsbc.ca)

Or contact Wendy Toyer, Executive Director ALS Society of BC Tel: 604-278-2257 ext 222 Cell: 778-999-6257

The following is a media invite that was sent out to various media contacts to obtain coverage for a vegan chef and her new shop. This press release was successful in gaining attention from various local media outlets. I worked on this project at Social T.

**Subject: First Vegan Cheese Shop in Vancouver**

Hello \_\_\_\_\_,

My name is Sharon Neb and I am reaching out to you on behalf of Blue Heron. Blue Heron is excited to announce their first flagship store will be opening this winter. The store will be located in the Mt. Pleasant area in Vancouver and will provide customers with quality plant-based cheese.

Blue Heron began in 2016 when award-winning chef and author, Chef Karen began experimenting in order to find the best way to create plant-based foods. Karen is a seasoned chef and has worked in various restaurants such as Graze and ZEND.

Chef Karen is delighted to invite you to a one-on-one interview to learn more about the intricate process of cultured vegan cheese at the Blue Heron shop.

According to Market Research Future, the demand for vegan cheese has been on the rise and the industry is set to be worth \$3.5 Billion by 2023. Therefore, I believe this story will be of interest to you and your audience as Blue Heron is the only cultured vegan cheese shop to open in Canada.

Chef Karen is available for one-on-one interviews Mondays-Thursdays from 10am-3pm.

To schedule an interview with chef Karen, please email her at **[chef@blueheroncheese.com](mailto:chef@blueheroncheese.com)**.

For any questions or concerns, please contact me at **[sharon@socialt.biz](mailto:sharon@socialt.biz)**.

We look forward to hearing from you soon.

Thanks,  
Sharon Neb|

## Design Sample

This is a poster that I created in collaboration with a fellow classmate for a fundraiser at Kwantlen Polytechnic University for our charity gala in support of a local charitable organization.



# VINTAGE *clothing sale*

THURSDAY NOVEMBER 23

KPU RICHMOND ROTUNDA

10AM-3PM

In support of  Justkids

## Blog Sample

In my spare time, I enjoy writing and blogging about various topics such as fashion, marketing, makeup, etc. This particular post is about Canva. More posts can be found at [www.theneblife.com](http://www.theneblife.com)



Aside from my love for writing about fashion and all things cool (like makeup!), I work and go to school for public relations and marketing. At the moment, I'm working as a marketing assistant and as a PR coordinator learning more about social media. This fall, I'll be heading back to school full-time to hone my PR skills.

What I've found lately is that design has been a huge component of my work- whether it be posting on social media or designing a business card for myself, etc. In school, I have always worked with InDesign but being a student and a new employee in the workforce, it can be a hassle having to pay a subscription fee for a design software. And that is where this wonderful tool called Canva comes into play!

Some people may already know what Canva is and how to use it beautifully! Essentially, it is a design tool (and an app for on the go design projects!). Some of my favourite ways of using Canva are for:

**1. Designing a post for Instagram:** This is my FAVOURITE way of using Canva. I am able to utilize beautiful imagery or use solid backgrounds to create posts and content quickly. A lot of times, I make my Instagram posts using Canva while on the bus! The only downside to that is that Canva requires you to use data if you're not connected to WiFi. I guess that means goodbye data (yes, I max out every time).

Other than that, it's super easy to create posts for Instagram using many of the free templates or creating your own design. Recently, I've been creating a lot of posts with motivational quotes with some solid backgrounds- this creates for a visually appealing design that also conveys a message. The ways to use this tool for Instagram are endless.

**2. Re-vamping your résumé:** Canva has many great templates for designing your own résumé. These templates are really good for people that are wanting to showcase their creative abilities or just want to stand out from other candidates. Personally, I prefer creating my own design since it shows authenticity and allows you to present your personality through the design!

**3. Designing business cards:** In line with the résumés, having a unique and clear business card sets you apart from others especially when applying to a new job. Canva allows you to create beautiful cards. Their free layouts are nice and modern. I would still recommend adding your own flare to the design and being creative!

**4. Creating presentations:** I don't know about you but I've used Microsoft PowerPoint forever! PowerPoint is an amazing tool for presentations but Canva offers some cool templates for presentations that aren't as dated as the ones on PowerPoint.

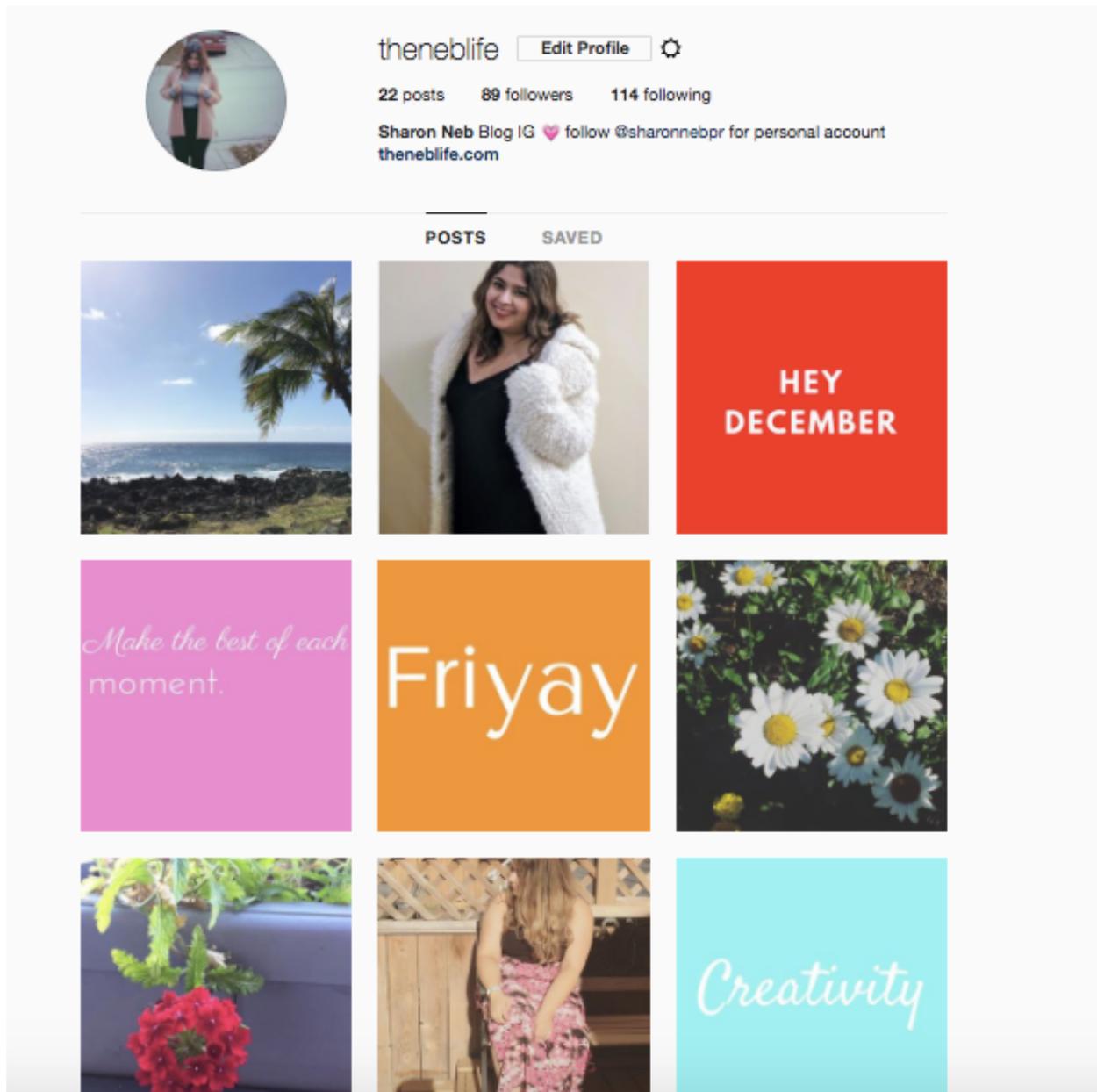
**5. Events for businesses:** Use Canva for creating invites for a sale at your small store, to promote a mix and mingle your company is hosting and for various business promotions. Canva is the perfect tool for small business owners because it allows you to design things like Facebook Ad's, event posts, letters, magazines, postcards and even brochures along with other neat options.

Canva is great for social media posts and even for printed works. This cool, free tool allows people to design easily and beautifully. We are constantly attracted to gorgeous designs. This shift into social media and seeing images that are perfect in every way raises the bar for the type of content and design we put out. Now is a great time to invest in some effective design practices (while having fun!) P.S. Canva is very addicting. You may end up making way too many designs but that is a good thing. Side note: Canva also allows you to search up free images to use in your background for your designs as demonstrated in the image for this post. Have fun with Canva!

## Social Media

I am active on all major social media platforms such as Facebook, Instagram, Snapchat, Twitter, and LinkedIn amongst others. I have also managed various social media accounts for clients.

Here are some examples of the feeds I have managed or currently manage along with my own social media.





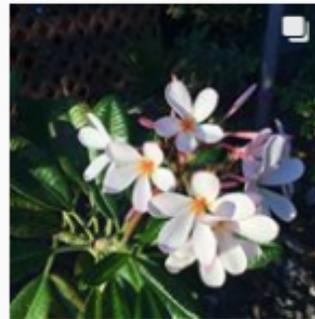
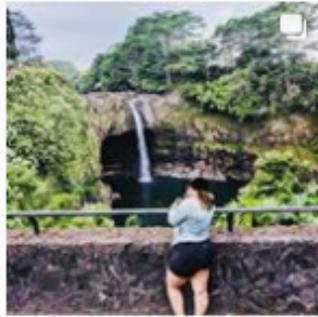
sharonnebpr

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64 posts 512 followers 492 following

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Home About Photos



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Sign Up Send Message

## Contact Information

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## Social media

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Facebook: Sharon Neb

Twitter: sharonnebpr

LinkedIn: Sharon Neb

Blog: [www.theneblife.com](http://www.theneblife.com)