

KAREN
ELGEMAYEL
K & CO. - FOUNDER

PORTFOLIO

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**BUSINESS
DEVELOPMENT
PUBLIC RELATIONS
EVENTS
MARKETING**

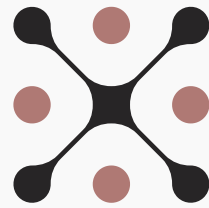
PREPARED BY

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ABOUT ME



K & CO.
RELATIONISTE
PUBLICIST

I founded K & Co., a public relations agency in 2019. I am also a co-founder and VP of sales and marketing for Enov Sport, a soccer training equipment manufacturer.

My personality, experience, dedication and entrepreneurial spirit is what sets me apart from the rest.

I am Karen Elgemayel, an experienced publicist with a passion for taking business' to the next level. I am experienced in marketing, branding, campaign planning and events.

After working for Rogers for 20 years, in 2019, I decided to pursue my passion for business development and I have dedicated my life ever since to helping local Montreal business' and personalities reach their goals.

I have worked in various industries, such as, the food industry, sports industry and retail/clothing industry. Additionally, I have worked with television personalities, professional athletes, olympians and Guinness world record breakers.



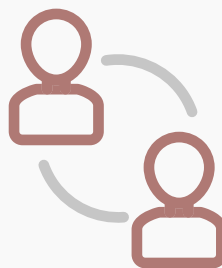
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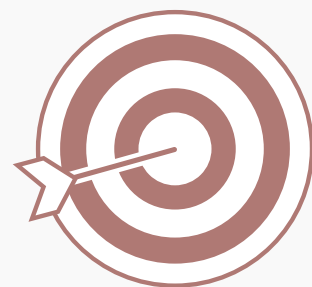
<https://www.linkedin.com/company/k-co-publicist>
<https://www.linkedin.com/in/karen-elgemayel/>



AUTHENTICITY



EXPERIENCE



RESULTS

BUSINESS DEVELOPMENT

- PRODUCT LAUNCHES
- STRATEGIC PLANNING
- STRATEGIC POSITIONING

NON-PROFIT

- POSITIONNING
- STRATEGIC COLLABORATIONS
- FUNDRAISING

EVENT PLANNING

- PLANNING &
ORGANIZING EVENTS
- RUNNING EVENTS

PUBLIC RELATIONS

- PRESS RELEASES
- MEDIA RELATIONS
- PR CAMPAIGNS

MARKETING & BRANDING

- TRADITIONAL MARKETING
- PRODUCT LAUNCH/BRANDING
- DIGITAL AND SOCIAL MEDIA MARKETING

CAMPAIGN MANAGEMENT

- CAMPAIGN PLANNING & SCHEDULING
- CAMPAIGN OVERSIGHT

MY
SERVICES

MAX PARROT

PROFESSIONAL SNOWBOARDER - 16X
X-GAME WINNER, BEIJING 2022

PATRICE BERNIER

FORMER PROFESSIONAL SOCCER PLAYER - CF
MONTREAL CAPTAIN (200? -???), TVA SPORTS
ANNOUNCER

ÉVELYNE VIENS

PROFESSIONAL SOCCER PLAYER - NJ/NY CF
GOTHAM, TOKYO 3030 CANADA WOMENS
NATIONAL TEAM

SARAH LOUIS-JEAN

GUINNESS WORLD RECORD HOLDER FOR
BOLEADORAS, PERFORMED IN 5
CONTINENTS.

ALI GERBA

FORMER PROFESSIONAL SOCCER PLAYER
FOR CF MONTREAL.

BCHM

BUREAU DE LA COMMUNAUTÉ
HAÏTIENNE DE MONTRÉAL



CURRENT &
PAST
CLIENTS

- AROMA COFFEE
 - COSTCO
 - BUSINESS DEVELOPMENT
- BOUSTAN
 - CAMPAIGNS
 - MON P'TIT BOUSTAN
 - XMAS CAMPAIGN
- COMPLETE STRIKER
 - LOCATION LAUNCH
 - PR STRATEGY
- ENOV SPORT
 - EVENTS/DEMO DAYS
 - SOCIAL MEDIA MANAGEMENT
- MAX PARROT
 - DOCUMENTARY LAUNCH
 - PUBLICIST
 - SOCIAL MEDIA
 - PREP FOR OLYMPICS
- PATRICE BENIER
 - EVENTS
 - PUBLICIST
 - FUND RAISING
- AGROWORLD
 - PRODUCT LAUNCH
 - SOCIAL MEDIA STRATEGY
- MON QC VEGANE
 - NEWSLETTER/EMAIL MARKETING
 - SOCIAL MEDIA MANAGEMENT
- GTR TURF
 - PRODUCT LAUNCH
 - CAMPAIGN MANAGEMENT
- ENSEMBLE MTL
 - POLITICAL CAMPAIGN MANAGEMENT

PAST PROJECTS

*IN THE LAST
YEAR (2020 -
2021)*

PAST
EVENTS
BETWEEN
2017 - 2021

PATRICE BERNIER ET SES AMIS

2017 - 2021
MONTREAL, QC

PB et ses amis is an annual charity event (not during covid-19), This event involved a charity basketball game with various athletes and personalities from Montreal. under-privileged children are invited for the opportunity to meet their hero's. all proceeds are donated to the Fonds Patrice Bernier, Patrice's non-profit organization that encourages children to stay active. I organized, advertised and oversaw the entire event.

ALL-STATE VIRTUAL SOCCER SHOW

2021

QUEBEC & ALBERTA SHOWS

I organized Enov Sport's online booth at the All State Soccer trade show. I oversaw the virtual event, greeted online guests and answered all questions.



PATRICE BERNIER BOOK SIGNING

OCTOBER 2021
MONTREAL, QC

This book signing took place at Saputo Stadium before the CF Montreal soccer game. Patrice Bernier signed books, greeted fans and took pictures. Afterwards, there was a VIP 5 a 7 for Patrices friends to celebrate the launch of his book. I organized and planned all logistics of the event. I ensured guests were greeted at the door and guided towards the book signing. I ensured all guests were happy and making the most out of their time.

PAST
EVENTS
BETWEEN
2017 - 2021

**GRAND SALON DE
L'HOMME TRADE SHOW**
NOVEMEBR 2021
MONTREAL, QC

I secured the presence of Enov Sport and Patrice Bernier at this trade show that took place at the Palais de Congres. I found sponsors for the Enov Sport/Patrice Bernier booth; Guru Energy Drink. Additionally, I ensured that all ran smoothly and in a timely fashion. This event was a trade show geared towards men and male products.

**ENSEMBLE MTL,
MUNICIPAL ELECTIONS**
NOVEMEBR 2021
MONTREAL, QC

I helped run EFFIE GIANNOU's, city councillor of Ahuntsic-Cartierville, campaign during the 2021 Montreal Municipal Elections. I organized the volunteers in campaigning door-to-door, as well as maintained fluidity on voting day at the voting station.



**LE MATCH DES
LÉGENDES: MONTRÉAL
VS BRÉSIL**

AUGUST 2019
MONTREAL, QC

ORGANIZED PRESS CONFERENCE PRE AND POST EVENT. MEDIA STRATEGY. IN CHARGE OF BRESILIAN DELEGATION, SPONSORSHIP AND MUCH MORE.

