

Samuel Shields

Professional Summary

Labour Studies Masters Student. Youth-driven non-profit founder. Interested in public affairs and justice. Passionate, curious, and analytical.

Education

- M.A. Labour Studies, 2022-2023
- B.A. Communications & Political Science, Double Major, 2015-2019
- GPA: 3.9/4 in Communications, 3.7/4 in Political Science

Scholarships

- Dean's Honour List (2016, 2017, 2018, & 2019)
- David A. Golden Scholarship (2017 – 2018)
- Michael Oliver Scholarship (2018 – 2019)

Proficiencies and Skills

- Public Affairs Analysis
- Strategic Communications
- Digital Content Development (SEO, Canva, WordPress)
- Intermediate French

Interests

- Guitar
- Soccer
- Science Fiction

Work Experience

Voter Contact Officer – ON-NDP 05/2022 – 06/2022

- Organized canvasser outreach to target selected areas.
- Developed Reddit campaign, generating 21,000 views in riding of 105,000 for 0\$.

Outreach Officer – Federal NDP 08/2021 – 05/2022

- Discussed policy issues with voters to understand how they understood Canada's political landscape,
- Used storytelling to communicate political vision to an ideologically diverse audience,
- Convinced supporters and undecided voters to donate.

Strategist – MediaStyle 04/2021 – 06/2021

- Drafted communications strategies built on audience insights,
- Came up with creative tactics to address public affairs challenges.

Founder – Nouvelle.News 03/2020 – 12/2020

- Wrote, edited, and published journalism for various mediums.
- Built and maintained robust and professional website through collaboration with over 50 writers.
- Generated 50,000 site reads & 300,000 social impressions in the first 4 months of operation, with 0\$ in funding.

Integration Coordinator - PSPC 06/2019 – 08/2019

- Prepared and presented research on contemporary Canadian cultural practices and change management,
- Developed internal communications campaign.

Strategic Talent Acquisition Officer – IRCC 05/2019 – 06/2019

- Liaised & onboarded student hires to integrate into teams.

Jr. Comms Officer – DFO 02/2019 – 04/2019

- Produced communications products aligned with directorate goals,

Comms Intern – Senate of Canada 06/2018 – 09/2018

- Performed daily media-scans to understand public trends,
- Developed project management with agenda-setting and note-taking,
- Researched and presented best practices reports.

Volunteer Experience

Door-to-Door and Phone Canvasser Election 2019 & 2021

- Emilie Taman Campaign (2019), Eve Peclet Campaign (2021)

Notetaker 09/2016 – 12/2019

- Paul Menton Center for Disabilities at Carleton University

Committee Member 07/2019 – 08/2019

- GovCan Interdepartmental Student Committee