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PROFILE

Recent grad from The London School of Economics (2020). Passion for social and cultural psychology, specifically political psychology to influence policy decision-making. Seven years' experience in managing social media for global brands, including the United Nations and Dove Canada. Qualitative and quantitative research enthusiast who effectively communicates human-centred insights. Award-winning collaborator and 'people person' who builds and nurtures strong relationships.

EMPLOYMENT HISTORY

2021 - present	Research Assistant McGill University Working under the supervision of Dr. Samira Rahimi, I am investigating the effects of mobile health and artificial intelligence on shared decision making (SDM) between clinicians and patients with chronic illnesses in long-term care.	Montreal, QC
2017–2019	Social Media Strategist Lisa Byers Communications Clients included: United Way, Pearson Publishing, The Green Organic Dutchman. Evaluated social media and web analytics that guided strategy development for campaigns. Established brand guidelines and content pillars for various brands. Devised budget and allocated funds across various social media platforms. Provided day-to-day community social media outreach. Nurtured relationships between corporate partners, clients, third-party vendors and colleagues.	Oakville, ON
2014–2017	Social Media Lead Strategist Grip Limited Clients included: Honda and Acura Canada, Terry Fox Foundation. Administered influencer outreach campaigns for Honda/Acura Canada. Presented monthly metrics and yearly campaign reports to clients, using Sysomos and Crimson Hexigon. Fostered strong relationships with creatives and agency partners. Promoted from Social Content Strategist (October, 2016).	Toronto, ON
2012–2014	Social Media Community Manager Ogilvy One Clients included: Dove Canada, Tim Hortons (including NHL sponsorship). Co-led consumer immersion research. Analyzed and provided insight on behavioural shopping data. Conducted online ethnographic research, using Sysomos and Radian6. Prepared and maintained project documentations to ensure timely progress of deliverables. Established strong relationships with clients, account teams, creative teams and influencers.	Toronto, ON
2012	Social Media Assistant Leo Burnett Clients: IKEA Canada, Mr. Clean Provided behavioural reports on shadow-shopping exercises. Involved in a Global Shoppers Marketing Research program to understand product preferences. Performed online ethnographic research to inform creative strategy for United Airlines. Analyzed monthly performance for IKEA Canada and Mr. Clean Canada's social channels. Promoted from Social Media Intern (May, 2012).	Toronto, ON
2011	Graduate Research Assistant The University of Texas at Austin Spearheaded focus groups and in-depth interviews for the "Smartivore" project at the Texas Department of Agriculture in Advanced Account Planning. Investigated attitudes and behaviours in relation to health, nutrition and media consumption in minority groups.	Austin, TX

EDUCATION

2020	The London School of Economics and Political Science (LSE) MSc Social and Cultural Psychology High Merit	London, UK
2011	The University of Texas at Austin MA Advertising GPA: 3.97	Austin, USA
2009	The University of Western Ontario BA Media, Information & Technoculture (MIT program)	London, Canada
2008	Nanyang Technological University International exchange in Singapore	Singapore City, Singapore

AWARDS

2019	Global Marketing Award for Locker Canada Bronze Horizon Interactive Award for TGOD.ca
2017	Grip Orange Award for Collaboration
2014	Bronze Canadian Marketing Award for Dove Positive Change Campaign
2005	Huron College University Scholarship of Excellence
2003 - 2005	Bronze, Silver and Gold Duke of Edinburgh Award

VOLUNTEERING

2018	Marketing Manager Photographers Without Borders Managed PWB's social media and online marketing, including paid media and live updates. Coordinated a media relations outreach program for Indigenous Rising for CONTACT Photo Festival. Developed e-mail campaigns with MailChimp that targeted different demographics and interests. Updated PWB's website and executed SEO strategies and Google AdWords.	Toronto, ON
2017	Social Media and Website Manager United Nations Sierra Leone Led the development, execution and evaluation of the social media strategy. Reviewed current state of website and implemented improvements.	Oakville, ON

SKILLS

Statistical software: SPSS, R studio
Qualitative software: NVivo
Qualitative research skills: interviews, focus groups, online ethnography, shadow observations, secondary data and literature reviews, thematic analysis, discourse analysis
Social media analytics tools: Sysomos, Crimson Hexagon, Radian6
Technical: Microsoft Office (Word, PowerPoint, Excel), Keynote
Creative: Adobe Creative Suite (Final Cut Pro, Photoshop, Premiere Pro), DLSR

INTERESTS

Travel enthusiast: explored 42 countries in 5 continents and enjoyed connecting with other cultures.
Language buff: intermediate French, conversational Spanish, beginner-level Mandarin and Japanese.
Athlete: competitive provincial swimmer (1993-2005).
Musical: lover of hip-hop and Ghanaian/Nigerian pop music (i.e. Afrobeat).
Spiritual: enjoy yoga and meditation, and love the works of Ken Wilber, Michael Singer and Eckhart Tolle.