

# Cynnamon Schreinert

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## Special Points of Interest

Regional, National and International Media Relations

Writing & Designing press releases, media kits, websites, articles, & newsletters

Strategic Communication Planning & Execution

Team Management combined with Organization and Multi-tasking Skills

Presentation & Public Speaking Skills

Talent Liaison

Event Management

Creative and Media Savvy

Out-going and friendly

## Volunteer Work

Women in Film & Video Vancouver Board of Directors 2005-2007

YWCA High School Mentor 2006-2007

Cold Reading Series, Celluloid Social Club 2004-2005

## Education

Public Relations, Diploma, Kwantlen University College, Richmond, BC

Radio & TV Broadcasting, Diploma, Niagara College, Welland, ON

## Career Experience Highlights

### Media Relations

Publicist for **Bard on the Beach** Shakespeare Festival 2006 & 2007 responsible for all media relations including arranging of interviews for the Festival & actors, media launch, media calls and media passes. Worked with local, national and international media.

Publicity Director for **Vancouver Fringe Festival** 2004, 2005 & 2006 responsible for creating media awareness for this theatre festival. Media relations work included a variety of media and handling up to 60 performance groups.

Media Relations for **London Drugs** 2005 to present responsible for media relations campaigns across Western Canada for pharmacy clinics, new products, store openings, contests and corporate news.

### Writing & Designing

Creation of programs, press kits and posters for theatre companies and productions.

**Women in Film** quarterly newsletter.

Internal Communications for the **Real Estate Board of Greater Vancouver** 2005.

2004 **Vancouver Fringe Festival** Program Guide; website copy and numerous press releases for 2004 and 2005 festival.

### Event management

Sponsorship, hosting and entertainment arrangements for **T.S. Discovery Night** - B.C. Cancer Foundation fundraiser.

**Vancouver Fringe Festival** Gala Preview 2005—performer relations, scheduling, program

### Team Building & Leadership

Flash Forward: **Women in Film & Video Vancouver**—Team Coach for a month group dedicated to daily and weekly assignments and meetings.

**Sunday Brunch: chicks playing alone** 2003—Produced a serial theatre production, assembled cast, arranged rehearsals and show schedule.

### Organization & Planning

A multi-tasker able to plan large and small campaigns from the **60th Anniversary** of London Drugs to the **20th Anniversary** of the Vancouver Fringe Festival.

### Presentation & Public Speaking

Over fifteen years of experience with film and theatre acting, improvisation and speeches.

A college radio station disc jockey and a local reporter for CHSC St. Catharines, ON

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## Client/Campaign List

### FESTIVALS

Bard on the Beach Shakespeare Festival 2007  
Vancouver Fringe Festival 2006  
Bard on the Beach Shakespeare Festival 2006  
Stage One Festival of Solo Theatre 2005  
Walking Fish Festival - Upintheair Theatre - 2005  
Vancouver Fringe Festival 2005  
Best of Fringe Comedy at the CanWest Comedy Festival 2005  
Vancouver Fringe Festival 2004

### EVENTS

The 15th Annual Wellness Show 2007  
The 2nd Annual Westcoast Families Expo 2006  
Women in Film Festival, BC 2006  
The 14th Annual Wellness Show 2006  
The Cold Reading Series 2005  
The Beast of Bottomless Lake - Provost Pictures 2005  
CineCity Cold Reading Series presented by Citytv 2005

### THEATRE/FILM

Borderlines—Second Best Bird Theatre/Dirty Little Monkey Productions 2007  
4.48 Psychosis—Horseshoes & Hand Grenades 2007  
Hippies and Bolsheviks - Touchstone Theatre 2007  
Thicker Than Water - Yorick Theatre 2007  
Aladdin - Pacific Dreams Theatre Society 2006  
Women in Film and Video Vancouver 2005-2006  
Two Lip Tango - La Luna Productions 2006  
Dark Room - 12th Sign 2006  
The Soldier Dreams - I'm a Little Pickled Theatre Company 2006  
Jeff Toyne - VSO premiere 2006  
Surveillance - Beaumont Playhouse 2005  
The Cry Pitch Carrolls - Proximity Lab 2005  
The Reefer Man 2005  
Lone Star and Laundry and Bourbon 2005  
Sex, Drugs, Rock and Roll starring Ben Ayres 2005  
Walter starring Scott Miller written by Raul Sanchez Inglis 2005  
Men of the World - Upintheair Theatre 2004  
The Wet Spots 2004  
Toreador - Albatross Films 2004  
Fringe of the World at the Vancouver International Comedy Festival 2004

### TOURISM

Sonora Resort (on-going)  
London Air Services (on-going)  
SnowBus 2004

### RETAIL

London Drugs (on-going)  
Robin Lowe Mosaic 2007  
Chan Hon Goh and Principal Shoes 2006  
Beaumont Studios 2005

### From Cynnamon Schreinert

"With a public relations career that has spanned across the arts and corporate worlds I can say that there is always a way to get something done. Once you understand the medium of media then you can effectively work with the media to have your messages heard by your audience. Media relations is a fine line and its one that I have learned to walk on with grace, style and perseverance. Self-motivation, effective team playing, strong leadership and staying current are just a few of the tools that I bring to every project. What do you bring to yours?"

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