

Raphael Shehata

Communications Specialist

British Columbia, Canada
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EXECUTIVE SUMMARY

Communications and content professional with 5+ years of experience turning complex business information into clear, useful, and persuasive materials for internal teams, clients, leadership, and public audiences. Background spans real estate, finance, tech, education, and media, with proven strengths in copywriting, stakeholder communications, technical and proposal writing, presentations, documentation, and research. Known for structured thinking, calm execution under deadlines, and helping organizations explain change, initiatives, services, and processes in plain language.

Content Strategy & Copywriting · Corporate Messaging · Technical & Proposal Writing

PROFESSIONAL HISTORY

CORE EXPERIENCE

Sutton Group - 1st West Realty | RIFO BC

March 2022 - August 2025

Content Strategist & Copywriter - Marketing, PR & Communications

- Supported leadership, agents, marketing, communications, and operations teams with internal and external communications, client-facing materials, and brand messaging.
- Wrote and edited guides, training content, scripts, FAQs, policy content, and process documentation for agents, staff, and clients.
- Produced executive presentations, event decks, talking points, as well as scripts for internal meetings, sales initiatives, and major industry events.
- Conducted market, competitor, product, and audience research, translating findings into concise summaries, recommendations, and stakeholder-ready materials.
- Played a key role in post-merger and acquisition communications, supporting re-branding and messaging adaptation to ensure smooth integration and clear information for agents, clients, and internal teams.
- Developed business-facing content across web, email, print, presentations, and training formats, balancing clarity, persuasion, brand voice, and practicality.
- Collaborated across departments to gather information, clarify goals, organize source material, and turn complex or scattered input into polished communications.

ADDITIONAL EXPERIENCES

The Forest Creek

Founder, Lead Producer - Media & Content

July 2021 - Present

Founded and produced an independent media project focused on podcasting, storytelling, and community-oriented content. Led planning, scripting, recording, editing, publishing, and related media support, including fundraising and nonprofit communications projects.

PressReader

July 2021 - December 2021

Marketing Assistant

- Supported B2B marketing and sales through research, campaign coordination, email content, surveys, case study development, and reporting.
- Assisted with app, web, email, and presentation content, maintaining brand voice across multiple audience touchpoints.
- Contributed to positioning materials and sales-support content for product and business development teams.

On The Mic Training

March - July 2021

Operations & Communications Internship

- Assisted with scheduling, learner communications, internal coordination, and backend operations for a voiceover training program.
- Drafted newsletters, emails, promotional copy, and website content to support students, staff, and prospective learners.
- Supported course and event logistics, helping maintain clear information flow between teams and students.

CURRENT ENDEAVORS

St. George Coptic Orthodox Church

Volunteer Social Media Manager

Started January 2023

Elite Education Institute

English Language Instructor

Started August 2025

Freelance Content & Copywriter

Independent Professional

Started February 2026

BC Ferries

Customer Service Attendant

Started May 2026

CORE SKILLS

- Corporate communications
- Documentation & RFP support
- Cross-functional coordination
- Executive presentation materials
- Content development & strategy
- Multimedia production support
- AI & digital workflow fluency
- Research, analysis & reporting

PROFICIENCIES

- Microsoft & Google workspaces
- Adobe Creative Suite
 - Video & audio editing
- CRM & email platforms
- CMS & website platforms
- AI platforms and workspaces

EDUCATION

British Columbia
Institute of Technology
*Broadcast Journalism &
Online Media*
2019 - 2021

University of
Fraser Valley
*Associate of the Arts
English Literature*
2015 - 2018

PROFESSIONAL DEVELOPMENT

- Google Foundations of Digital Marketing & E-Commerce
- Google Technical Writing I & II

References & Portfolio Samples
Available on Request