

Raphael Shehata

Branding - Marketing - Media - Content - Writing - Storytelling

Profile

Creative and articulate content professional with 5+ years of experience supporting, guiding, and leading projects from concept to campaign. Skilled in writing for multiple mediums, brand communications, and multimedia production, with proven adaptability across real estate, tech, and education. Adept at balancing strategy with hands-on execution, motivated by a passion for storytelling, collaboration, and meaningful impact.

Recent Experience

Content Strategist & Copywriter

Sutton 1st West Realty & RIFO BC

- Led copywriting and brand communications across digital, print, and app platforms
- Drafted marketing materials, event scripts, and internal/external communications
- Hosted and produced media for Vancouver's largest real estate events
- Contributed to brand repositioning post-acquisition

March 2022
to
August 2025

Founder & Producer

The Forest Creek

- Built boutique media brand producing podcasts, videos, and campaign assets
- Directed communications and media productions for community fundraising projects
- Ignited engagement across nonprofit social platforms

July 2021
to
January 2024

Marketing Assistant

PressReader

- Wrote and edited copy across app, web, and email platforms with consistent tone and brand voice
- Produced voiceovers, presentations and marketing materials across both B2B and B2C campaigns
- Conducted market research and competitor analysis to support sales and product positioning.

July 2021
to
December 2021

Operations Intern

On The Mic Training

- Produced video interviews, newsletters, and email campaigns
- Conducted market research and supported backend logistics

March 2021
to
July 2021

Additional Experience

Public Speaking, Audio Imaging, Media Production, Content Creation, Podcasting, Filmmaking, Creative Fiction Writing, Blogging, English Tutoring, Debate Coaching, Church Volunteering and Social Media Management.



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British Columbia, Canada

Skills & Proficiencies

- Marketing Strategy & Campaigns
- Brand Communications
- Copywriting & Editing
- Public Speaking & Presentation
- Event Media Production
- Social Media Strategy & Management
- UI/UX Content Writing
- Email Marketing & Newsletters
- Video & Audio Production
- Podcast Production & Filmmaking
- Research & Competitive Analysis
- Contract & Policy Writing

Microsoft Office
Google Workspaces
Adobe Creative Suite
Email Marketing Software

Digital Marketing & E-Commerce



CELPPIP Instructor Certified

British Columbia Institute of Technology
Broadcast & Online Media
2019 to 2021

University of Fraser Valley
English Literature
2015 to 2018

*References & Portfolio Samples Available on Request