

# Raphael Shehata

Branding - Marketing - Media - Content - Writing - Storytelling



raphaelshehata@outlook.com | +1 778 903 6054

[linkedin.com/in/raphaelshehata](https://www.linkedin.com/in/raphaelshehata)



British Columbia, Canada

## 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

- 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

### Sutton 1st West Realty & RIFO BC

March 2022  
to  
August 2025

### Founder & Producer

- 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

### The Forest Creek

July 2021  
to  
Present

### Marketing Assistant

- 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.

### PressReader

July 2021  
to  
December 2021

### Operations Intern

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

### On The Mic Training

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.

## 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