

Lizy Bodokia

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Public Relations & Digital Media

Publicity professional with experience in media relations, talent handling, partnerships, and event coordination across entertainment, lifestyle, and consumer brands. Skilled at media monitoring, press reporting, scheduling, budgeting, and vendor management. Recognized for strong communication, adaptability, and the ability to thrive in fast-paced, high-volume environments.

AREAS OF EXPERTISE

- Communications (External & Internal)
- Writing & Editing
- Content Creation & -
- Social Media Strategy

- Media Relations Strategy & Execution
- Event Planning
- Media Monitoring
- Brand Management
- Influencer Relations

INDUSTRY SECTORS

- Fashion & Beauty
- Food & Beverage
- Culture & Lifestyle
- Media & Entertainment
- Automotive & Technology

EXPERIENCE

Partnerships & Distribution Coordinator

July 2023 - March 2025

Pavin Caffè Canada | *Toronto, ON*

- Built and managed partnerships with grocery stores, cafés, and distributors, growing Canadian market presence.
- Negotiated contracts and product placements, increasing annual sales by 19%.
- Oversaw distribution logistics and vendor relationships, achieving 100% on-time delivery.
- Coordinated promotional initiatives that boosted visibility and consumer trial.
- Collaborated on brand positioning and partnerships to align with Canadian market needs.

Corporate Communications Intern

May 2022 - Sept. 2022

Maple Leaf Sports & Entertainment | *Toronto, ON*

- Conducted comprehensive daily media monitoring reports encompassing all MLSE brands to capture coverage and proactively review the media landscape.
- Assisted in the planning and execution of public relations events and press conferences.
- Assisted on communications initiatives for Toronto Maple Leafs, Toronto Raptors, Toronto FC, Toronto Argonauts, Toronto Marlies and Raptors 905.
- Conducted in-depth research to curate targeted media and influencer lists, facilitating valuable partnership opportunities for the organization.
- Developed and maintained relationships with digital content creators, businesses, and talent agencies, increasing social media content talent across Canada to better enhance the exposure of upcoming events.
- Compiled coverage and results reports for media and influencer initiatives to gain insight into campaign and partnership success.
- Managed PR send-outs, ensuring timely and accurate distribution of products to key stakeholders.

Media Monitoring

Sept. 2021- Sept. 2022

North Strategic | *Toronto, ON*

- Monitored traditional and digital media outlets for relevant news and information for Twitter Canada.
- Analyzed media coverage to identify trends, patterns, and opportunities.

- Created daily reports and presentations to summarize findings and insights.
- Stayed up-to-date on industry trends and emerging media platforms.

Communications Coordinator

Oct. 2019 - Nov. 2021

Natalie Kuchava Property Group | *Toronto, ON*

- Created and published online content on Natalie Kuchava Property Group's blog, website, and social media platforms, which expanded customer reach by 37%.
- Managed brand remarketing campaigns which increased brand awareness, visitor conversions, and revenue by 12%.
- Drafted press releases in local publications, speeches, and team meeting presentations.
- Designed marketing material: brochures, postcards, flyers and monthly newsletters to improve sales.
- Assisted in planning and executing open houses and industry events.
- Evaluated social media campaigns by monitoring, measuring and reporting the number of likes, comments, shares and tone.

VIP Guest Services & Social Media Coordinator

Dec. 2018 - Oct. 2019

Lavelle | *Toronto, ON*

- Managed guest arrivals, including processing payments, noting requests, and issuing seating schedules.
- Collaborated with senior managers, servers, and security to resolve requests and issues efficiently.
- Responded to telephone and in-person requests for information, entered reservations, and handled customer requests promptly.
- Created and published Instagram posts and stories, which increased viewer engagement by 24%.
- Improved customer service ratings by 8% since taking the position through the implementation of an efficient reservation system and social media posting schedules.
- Coordinated and planned venue release parties, music video shoots, product launches, birthday parties, engagement parties, Caribana events, TIFF events and seasonal events (Halloween & New Year's Eve)
- Scheduled celebrities and influencers for in-house event appearances, which increased attendance by 47%.
- Clients included: Toronto Raptors (Danny Green & Fred VanVleet), Toronto Blue Jays (José Bautista & Marcus Stroman), Daniel Radcliffe, Yung Tory, Tory Lanez, Director X, Chubbs, Vichy Laboratories, Grey Goose.

EDUCATION

Humber College | Bachelor of Public Relations

2023

- GPA: 4.0; Dean's List for all semesters
- *Volunteer*, Humber Public Relations Committee (HPRC)

2019

SKILLS & LANGUAGES

Skills: Media Monitoring (Meltwater, Cision, MRP) | Microsoft Office | Google Suite | Photography | Photoshop | Written and Verbal Communication | Budgeting | Talent Handling | Event Logistics | Research and Organization | Search Engine Optimization | Social Media Strategy

Languages: English (*fluent*) | Georgian (*fluent*)

References Available Upon Request