

# Stephanie Beaumont

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RaeOfHopeProductions.com

[stephanie@eastcoastcurator.com](mailto:stephanie@eastcoastcurator.com)

**Host, Performer & Broadcaster ~ Producer, Writer & Editor**  
**Marketing Strategist ~ Content Creator ~ Project Manager**  
**My experience runs the gamut, my skill set varied and unique.**  
**At the heart of all my endeavours – I am at my core a communicator.**

## CURRENT

### **Rae of Hope Productions - President, CEO & Chief Imagineer**

Working contractually with clients on everything from project management and brand development to publicity and broadcast appearances, to social media marketing and tourism strategy, mission statements and strategic planning, video production, event management, ad campaigns, web design and content creation, interior design and SO MUCH MORE.

### **EastCoastCurator.com - President, CEO & Creative Imagineer**

Responsible for all creative direction, content management and social media marketing of this entertainment based, magazine style website. SeaAndBeScene.com launched July 1, 2010 and was designed to celebrate the people, places and things that make the 4 Atlantic Provinces special (original written and video content) with new posts daily. After 10 years of fun flag waving at seaandbescene.com we've expanded our focus and so that we can share EVERYTHING there is to enjoy and experience here on Canada's East Coast.

### **SEA AND BE SCENE...And HEARD – Host, Producer, Writer & Editor**

Excited to add the continued evolution of the brand and the expansion of the EAST Coast celebration – to include a weekly radio show on 88.7 CoveFM and podcast. The hour long program allows a more in depth chance to chat and shine the spotlight on the amazing personalities that make up this corner of the planet. You download/stream podcast editions of the broadcast episodes [here](#).

## **Key Successes**

- 25+ years in Broadcast & Entertainment Industries
- 12+ years of Corporate & Tourism Based Marketing Experience
- 10+ years of Hosting, Producing, Creative & Content Development, Social Media Marketing of Sea and be Scene SeaAndBeScene.com
- 2+ years Hosting, Producing, Creative & Content Development, Social Media Marketing of EastCoastCurator.com with expanded focus on Canada's East Coast
- 4+ seasons Hosting/Producing/Post Production SEA AND BE SCENE TV
- On-camera experience in daily live morning shows, live and produced television specials
- On-air experience hosting & operating daily live radio morning/midday shows
- Excellent interpersonal, communications and networking skills
- Strong creative abilities, Leadership skills and incredibly experienced in dealing with multiple demands and the pressure of deadlines
- Established excellent contacts with Canadian Radio & Television (artists & industry)

## **MARKETING & STRATEGY**

### **South Shore Tourism Cooperative – Contracted Project Work from October 2020 to present**

Projects have included everything from social media marketing campaign development and execution, to story research, copy writing along with periodic website management and content population. Currently working with the team on their Labour Force Recruitment Efforts with project elements to include one on one sessions with members to build business specific strategies and marketing tools for hiring, along with outward facing elements including press releases and social media marketing campaign creative for “2023+me.” Plus NEW Showcase Market initiative including branding and strategy.

### **Operator/Imagineer/Optimist – Marlin Restaurants Ltd. completed contract October 31/22**

Responsible for the complete renovation, redesign and relaunch of The Deck Restaurant & Shop in Blandford, Nova Scotia. Portfolio ran the gambit with everything from overseeing contractors (building, electrical, plumbing, et al.) to brand development and interior design, to purchasing and human resources (hiring, customer service training sessions, payroll et al.), client development and relations, website design and content population, social media marketing, special event management along with the day to day operations of a 7 day a week model. The extended contract ran from the acquisition March 1/22 to the grand opening July 6/22 throughout a successful summer and into the fall with my last contracted day October 31/22

### **Chester Village Christmas – Project Manager Christmas 2021**

Responsible for pre-production and development of all festival events in addition to promoting the efforts of the individual merchants where possible, sourcing of festival materials, collateral and pricing, graphic creation, social media marketing, radio commercial production, website management throughout the festival and event coordination during event from set up to strike.

### **Campaign Development & Execution – Lunenburg Board of Trade contract fall 2021**

Responsible for the strategic development and execution of two campaigns to market members to the public – ***So Much to Love, So Much to Celebrate*** – including everything from central image design to creation of print/online campaign ads, member relations, content creation and printed/produced campaign elements, as well as radio promotion and management of social media engagement across platforms for organic promotion of the contests.

### **Chester Merchants Website – Contract Spring 2021**

Responsible for creative design and website population including graphics, image sourcing, copywriting, et al.

### **Tourism Lead – Municipality of Chester 18mth completed contract September 30/20**

Responsible for development and roll out of a new chapter for marketing and Tourism throughout the 36 communities that make up Municipality. Working with Tourism Ambassadors, a mobile program, major properties and attractions, community and business organizations and council. Also responsible for content creation and maintenance of website, social media marketing across all platforms, as well as event and festival creation and execution.

## **MARKETING & STRATEGY - continued**

### **CAPiTAL C Communications, Toronto, ON Account Director - Corporate Marketing**

Responsible for client service and leading in-house creative account team. Project development and management spanning all facets of internal and external communication, including: Corporate Strategy Development, Marketing & Advertising Plans, Public Relations & Press Events, Product Launches, Sales & Marketing Events, Print Advertising Campaigns, Broadcast Commercial Production (TV & radio), Employee Conferences (A/V staged meetings & themed events) **Client List Included: Pepsi-Cola Canada, Cadbury Chocolates, Famous Players Theatres, CN Tower, HMV Canada, Loblaws/National Grocers**

### **The Communique Group, Toronto, ON Account Manager - Corporate Marketing**

Working with Account Director to provide client service and day to day project management involving: Corporate Strategy Development, Marketing & Advertising Plans, Public Relations & Press Events, Product Launches, Sales & Marketing Events, Print Advertising Campaigns, Broadcast Commercial Production (TV & radio), Employee Conferences (A/V staged meetings & themed events) **Client List Included: Rubbermaid Canada, Avon, HMV Canada, Honda, Pepsi-Cola Canada, Cadbury Chocolates**

## **BROADCAST EXPERIENCE - TELEVISION**

### **SEA AND BE SCENE TV – Host, Producer, Writer & Editor**

Responsible for creative direction, episode content and all pre & post production elements of this entertainment based, magazine style series designed to celebrate the people, places and things that make the 4 Atlantic Provinces special. Broadcast on Bell Aliant FibreOp's TV1 throughout Atlantic Canada, OnDemand and on line. Complete catalogue of episodes can be found [here](#).

### **HANDCRAFTED (Eastlink/Winterlight Productions) On Camera Host Season 2 (Filmed Summer 2021)**

Responsible for sit down and hands-on interview segments with Nova Scotia based artists and artisans (everyone from jewelry makers and fibre artists to wood turners and knife-making journeyman). For more information on the show and the production team behind it visit [handcraftedtv.ca](http://handcraftedtv.ca)

### **CTV Atlantic (BELL Media)**

Co-Host & performer – “*Cape Breton’s Christmas Daddies Telethon*” - 6 years  
Guest Co-host & producer Breakfast Television, Regular features contributor Breakfast Television

### **Global Halifax (Shaw Media)**

Regular East Coast Entertainment contributor on *Global Morning Halifax*

### **A-Channel Ottawa**

Co-Host/location producer of 3 hour live morning show – “*A-Channel Morning*” Santa Claus Parade Co-Host

### **CityTV (Rogers) – “CityLine” - Guest Host of Live National Talk Show**

**The New VI/A-Channel - Victoria, BC** Co-Host & Producer live morning show plus Features Reporter for News at 5pm and 6pm broadcasts

## **BROADCAST EXPERIENCE - TELEVISION continued**

### **The New RO (CHUM)**

Co-Host of 3 hour live morning show – *“Breakfast @ The New RO” plus features reporter, Co-host “The New RO @ Noon,”* co-host station telethons and Santa Claus Parade

### **A-Channel (CRAIG)**

Hosted, produced and wrote weeknight Entertainment Show – *“Wired”*  
Entertainment Anchor for evening news

### **CMT Canada (CORUS)**

*“Stephanie Beaumont Backstage at the Canadian Country Music Awards” 3 years*

Created, researched, wrote, co-produced and hosted “backstage” specials at the Canadian Country Music Awards. A behind the scenes look at the award show and its nominees, shot entirely on location. **WON Winner of the Alberta Motion Picture Award for Light Entertainment. Plus - On-camera host – 2001 CMA Award Show Preview, 2001 CCMA Award Show Preview & “The Movie Minute”**

## **BROADCAST EXPERIENCE - RADIO**

**MBS Radio, Halifax, NS – FX101.9FM** - Host and producer middays

**Corus Radio, Edmonton, AB - 103.9 CISM FM** - Co-host of the “Waking Crew” morning show plus Host/producer midday show

**The OK Radio Group, Victoria, BC - New X91.3FM** - Co-hosted the morning show plus daily entertainment features host and producer

## **OTHER GREAT STUFF**

### **Recording Artist**

Recorded 2 full length albums – launched in Canada & in various International Markets,  
Produced 14 music videos - receiving heavy rotation on CMT Canada  
Cross-Canada and international touring including the Middle East  
Formed Entertainment Company responsible for organizing all aspects of 2 nationally distributed CDs, working in conjunction with Iron Music/BMG Music Canada. Includes: production, packaging, advertising, marketing and tour support

### **Additional Broadcast/Print**

- ATLANTIC BUSINESS MAGAZINE – Contract Contributor
- Host of ATLANTIC JOURNAL Season 1 on Bell Aliant FibreOP
- Commercial Work for QE2 Home Lottery – 6 campaigns
- TV Talk Show appearances & performances on all major networks
- Regular guest on TSN’s “Off the Record” (YES – I love sports!!!)

## Education

- BA in Finance & Economics, University of Western Ontario
- Acting Technique, The Actors Workshop, Toronto, ON
- Improvisation, The Actors Workshop, Toronto, ON
- WIFT-AT *New Wave* program

## References

- [Tony Chapman](#) – Founder/CEO Tony Chapman Reactions 416-312-3948
- [Richard Gray](#) – VP [CTV News](#) 250-514-2292
- Erin Lowe – Economic Development Officer, [Municipality of Chester](#) 902-277-1174
- Stephanie Miller Vincent – [South Shore Tourism Cooperative](#) 902-350-1481
- Wendy Phillips – [Phillips Public Relations Ltd.](#) 902-492-0960
- Chris Scheetz – Program Director, [CISN-FM](#) 780-428-1104