

REBECCA WINDHEIM

(954) 405-5251 | becwindheim@gmail.com | [LinkedIn](#) | [Portfolio](#)

Award-winning communications and marketing professional who turns complex programs into clear stories. Led a \$25M national launch at Bell, managed partner relationships with embassies, museums, and tourism boards, and spent 14 years on screen as a SAG award nominee.

EXPERIENCE

Founder & Marketing Consultant | Best Yet Digital

Apr 2024 – Present | Washington, D.C.

- Wrote and distributed the launch press release for Got Lucky Labs, placed on the Santa Barbara Independent (300,000+ monthly readers), timed to the brand's debut at a Pride festival (Aug 2025).
- Developing the Got Lucky Labs blog and editorial calendar ahead of a Nov 1 2026 launch (9 posts drafted; 3-month content plan).
- Wrote brand voice, messaging, and full website copy for Got Lucky Labs and Distinctive Foods; led brand presentations for both teams.
- Managed the full content workflow (concept, copy, publishing, performance reporting) for a real estate client's Instagram channel (12 posts/month, increased 30% shares and 33.3% comments YoY).

Brand Manager (Part-Time) | Take Your Seat, Global Photography

Jan 2022 – Dec 2024 | Toronto, Canada

- Led strategy and execution of multi-channel brand activations across Ontario, keeping messaging consistent throughout print, web, social, and live touchpoints.
- Produced live activations at highly trafficked Toronto locations (Aga Khan Museum; The Well, with Indigo), managing print production, budgets, timelines, and event announcements (quadrupled newsletter subscribers within one quarter).
- Served as liaison to embassies, luxury hotels, museums, and tourism boards, aligning partner objectives with campaign messaging. Completed a 3-month creative residency with the Peninsula Hotel in Beijing (Sep 2024).

Product Manager, Emerging Technology | Bell

Sep 2020 – Mar 2024 | Toronto, Canada

- Co-led a \$25M digital transformation expanding eSIM nationally across web and app; activations grew 68% YoY (2024).
- **Bell Excellence & Innovation Award winner**, 2x recipient (2023, 2024).
- Launched an exclusive multi-year partnership with Air Canada (onboard eSIM activation, sponsored in-flight Wi-Fi, passenger messaging), managing support materials and launch plans.
- Built business cases and presented data-backed insights to VPs to successfully secure funding; aligned 12+ internal teams and wrote creative briefs and channel plans for the national rollout.
- Ran recurring planning meetings with senior stakeholders (agendas, materials, follow-ups) and maintained product guides and documentation.
- As Digital Analyst in the Graduate Leadership Program (Sep 2020 - Apr 2021), built and presented a business case that won \$750K in funding.

ON-CAMERA & MEDIA EXPERIENCE

2006 - 2020 | US & Canada

Film & TV actress for lead and supporting roles. **SAG award nominee** for Outstanding Performer (2011). Trained at Stella Adler Studio in NYC (2017 summer intensive: scene study, script analysis, acting technique).

EDUCATION

2017 - 2020 | Montreal, Canada

McGill University, B.Comm., Finance & Management. 1st place in McGill case competitions (2x, 2020).

SKILLS

Press releases, AP Style, media outreach, strategic partnerships, content calendars, email marketing, Asana, Google Workspace, Adobe Suite, Canva, MS Office, basic SQL. Languages: English, French.