

Giselle Pretto

gisellepretto@collaborate2empower.com | +1 (905) 462 0877 | Canada | [linkedin.com/in/giselle-pretto](https://www.linkedin.com/in/giselle-pretto)

Career Journey | Purpose-driven Evolution

Strategic communications leader with 10+ years of industry experience across British Council, Mohawk College, Royal Society of Medicine, Emirates Aviation College, and Deloitte University. From the track to the boardroom, I craft executive-aligned narratives that prioritise trust in human experiences, showcase real-world success stories, and evolve lifelong partnerships through bold storytelling, brand creatives, regional multicultural strategies and digital corporate leadership.

Why Me?

1. **Award-winning** Chief of Staff, Mentor, Fellow and a Key Opinion Leader via platforms viz. G20, COP, The Olympics, Deloitte, Nestle, Olympics, Hornblower Group, Travelport, Emirates Group, Virgin Group, Rolls Royce, Bayer Strategyzer® Alliance, to name a few.
2. **Trusted advisor** and proven partner executing strategic data-driven regional plans i.e. Ellen MacArthur's integrated marketing communications underpinned by storytelling.
3. **Resilient North American** track record in leadership. Featured on CHCH News (2025) as a spokesperson in a high-profile segment on post-secondary underfunding, showcasing thought leadership and media acumen in education advocacy.

CORE COMPETENCIES

- Fundraising & Executive Communications | Real World Storytelling & Editorial Leadership
- Media Relations (CHCH, CNN, BBC) | Personalized Campaign Development (Social+)
- Digital Strategy (Adobe, Google, Salesforce) | Stakeholder & Executive Management
- Project Management & Cross-functional Teaming | Crisis & Change Communications

Professional Experience | Career Achievements

McKeil School of Business & Creative Industries, Mohawk College – Canada

International Business Mentor | Marketing, M.I.C.E. & PR Lead | 2024 – Present

- ♥ **Terry Fox Marcomms Strategy #Leavenoonebehind:** Enabled a record-breaking fundraiser through strategic outreach, generating \$25K - a roadmap to cure cancer from farm-to-table.
- ♥ **Media Relations (CHCH, RevolutionHER, Mohawk, PR Lab):** Championed “Experience Mohawk”, “Discover Creative”, and “Discover Business” educational campaigns with strategic media engagements(CHCH) to promote meetings, incentives, conferences, and events at Mohawk College, home to Ontario's largest zero carbon wing and solar carport.
- ♥ **Corporate Social Responsibility with RIMS, Dan's Farmaroot, and Telling Tales:** Integrated brand strategy with marcomms, inspiring 3 Canadian clients to pivot with a spotlight on the lack of funding, the unprecedented impact on multi-sensory experiences, climate action pledge, and the restructuring of business schools beyond net zero and D.E.I.

Deloitte (Fixed Term Contract) – North America, UK and EMEA

Chief of Staff – Marcomms | Apr 2022 – Dec 2023

- ♥ **Curated corporate communications** that balanced global brand consistency with local markets and regional imperatives (IOC, COP, G20, IKEA, The LEGO Group, Emirates, UN).
- ♥ **Integrated emerging martech and digital commerce** (AI, ML, Web3) to accelerate growth, climate action, marketing, customer engagement, marcomms, and social commerce.
- ♥ **Directed omnichannel** and multichannel campaigns and propositions, driving a return on invested capital of 150%–300% across North American and EMEA markets.

Travelport (Emirates | Virgin | Hornblower) – Americas, UK and EMEA

Principal – Brand Strategy, Marketing, Communications | Jan 2007 – Dec 2023

- ♥ **Planned and executed brand strategies** sponsored by the ELT/SLT/Exco, managing international matrix teams, P&Ls, and commercial budgets ranging from \$1M to \$101M.
- ♥ **Reporting to the EVP**, managed information, communication, and entertainment projects, driving 20%-25% CX revenue, media relations and premium sponsorships, targeting Gen X, Y, and Z and the 80/20 customer segment.

Computacenter (Brexit Interim Contract) – North America and Europe

Principal – Marcomms and Salesforce | Nov 2021 – Apr 2022

- ♥ **Led Merger and Acquisition(M&A)** projects, managed customer relationships, and boosted ROIC by 9%-12% across North America, United Kingdom, Germany and Dubai.
- ♥ **Managed evolutionary change** via integrated marketing communication that significantly elevated brand visibility and stakeholder engagement during the Brexit and pandemic crisis.

Tupperware Brands AG (Covid Interim Contract) – Americas and EMEA

Trusted Advisor – Regional Brand Strategy | Jul 2021 – Oct 2021

- ♥ **Co-created regional sub-brands with #NoTimetoWaste** branding, marcomms, social and digital commerce paid campaigns driving North American and EMEA growth (23 markets).

Education (Native English Speaker, Ranked 1st in both sports and academics)

Villanova University, USA | City and Guilds, UK | St. Xaviers Autonomous

B.A. honours degree in Economics, Marketing, Project Management, and Leadership.

Mohawk College – McKeil School of Business & Creative Industries, Canada

Postgraduate honours in Global Corporate Strategy, PR, Media Relations and Marcomms

Global Business Development | Fellowship | Climate Advisory | Alumni Network

Billion-dollar C-suite global network including North American CEOs, EMEA founders+ partners.