
SUZANNE RAPPAPORT

SR. COMMUNICATIONS STRATEGIST
EXECUTIVE COACH, GROUP TRAINER



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PROFESSIONAL SUMMARY

With two decades of experience in communications, PR, and brand and content strategy, I've worked with global corporations, leading agencies, and as an independent consultant to craft strategies that connect brands with their audiences and elevate their presence.

I help businesses clarify their message, define their brand voice, and create content strategies that drive visibility and engagement. My work blends strategic insight with sharp execution, translating complex ideas into clear, compelling narratives.

Through 1:1 executive coaching and small group training, I equip leaders with the skills, tools, and confidence to communicate effectively, build their personal brand, and navigate high-stakes moments with clarity and impact.

WORK EXPERIENCE

RAP Consulting

2021- PRESENT

Owner, Principal

- Founded independent consultancy specializing in content, brand, and marketing strategy, leveraging 20+ years of cross-industry experience.
- Partner with clients to develop strategy, build integrated marketing plans, and align messaging across channels for maximum impact.
- Design, manage, and execute content strategies that drive visibility, engagement, and brand growth.
- Deliver executive 1:1 coaching and small group training for leadership teams, with a focus on personal branding, effective communication, and high-stakes performance.
- Recent clients include The Globe & Mail Leadership Institute, MacKay CEO Forums, Sklar Wilton & Associates, and WellHealth.

Sklar Wilton & Associates

2021-2025

Content Strategist & Head of Marketing

- Head of Marketing and Content for research & insights firm Sklar Wilton.
- Collaborate closely with partner team to develop annual and long-term strategic marketing plans, align team members, and execute initiatives across all teams and channels.
- Manage all aspects of external communications, including website copy, LinkedIn posts, newsletter development, corporate announcements, and more.
- Identify and drive brand-building opportunities, including speaking engagements, thought leadership initiatives, and media interviews, supporting content creation for these efforts.

CASACOM Communications

2017-2021

Sr. Vice President, Strategy

- Recruited to establish and grow the Toronto office, complementing the Montreal head office.
 - Oversaw all business functions, including operations, new business development, hiring and mentorship, client relations, strategic planning, account management, media relations, and communications strategy.
 - Led pitch teams that secured major accounts such as Air Canada, Clearly, and a three-year contract with the European Union.
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WORK EXPERIENCE

Rapp Communications

2010-2017

Freelance PR & Communications

- Partnered with small to mid-sized PR agencies and direct clients as a freelance communications strategist and consultant.
- Created media materials, wrote copy, managed media relations, provided strategic counsel, and planned events across diverse industries.
- Worked on marquee events for global brands, including L'Oréal Paris' TIFF sponsorship.
- Clients included L'Oréal Paris, Lancôme, Jamieson Vitamins, Scarborough Town Centre, The Toronto Reference Library, and more.

Edelman Public Relations

2007-2009

Account Manager, Consumer Marketing

- Served as an Account Manager on the Consumer team, managing all aspects of client relationships and campaign execution.
- Worked closely with clients in the lifestyle and food & beverage sectors to develop and implement integrated PR and communications strategies.
- Led day-to-day management of key accounts including Indigo Books, Cara Foods (Harvey's, Milestones), and Expedia, ensuring alignment across media relations, events, and brand initiatives.

EDUCATION

Bachelor of Applied Arts, Media Studies (Hon.)

1998-2002

TMU (formerly Ryerson University)

- Selected as one of only 25 candidates admitted to Ryerson University's highly competitive New Media program.
- Graduated with honours, demonstrating strong academic performance and commitment to the field.

Media Studies (Exchange)

2001

Royal Melbourne Institute of Technology

- Selected to represent Ryerson University abroad through a prestigious semester exchange at a renowned technical institute in Australia.

VOLUNTEER

The Forum

2025-PRESENT

Business Mentor

- Business Mentor at The Forum - a national charity that's educated, mentored, and uplifted over 18,000 women entrepreneurs across Canada since 2002.
- Mentor early-stage founders with strategic guidance, practical business insights, and real-world experience.