



# Alumni Profile

## Louiza Szacon

BA Hons '09 Social Justice & Peace Studies

### Current Career

**Organization:** Foundation at Baycrest Health Services

**Title:** Manager, Strategic Events Partnerships

---

### Career Overview

I help corporations exercise their corporate social responsibility by sponsoring fundraising events and campaigns, while achieving a measurable and robust return on investment in the form of brand awareness and tangible outcomes. Essentially, my role is a fun mix of business development, storytelling and experiential marketing.

### How has SJPS helped prepare you for your current work or helped you get where you are today?

My studies in the SJPS program led to being avidly involved in the activist community. I can truly say that these experiences cultivated my skill set in organizing, experiential marketing, storytelling and event management. Many of the demonstrations we organized in the SJPS community were tactile, passionate and dynamic – which is the essence of experiential marketing and community engagement. Coupled with my research into social movements, I employ these tactics to create real experiences that translate to corporate brand affinity and commitment to the projects that I work on. Secondly, because I am sensitive to social justice issues, I am able to advise and help brands build narratives that are sound and responsible.

### Further Degrees / Certifications

MA, Labour Studies - 2009

McMaster University

“ I can truly say that these experiences cultivated my skillset in organizing, experiential marketing, storytelling and event management. ”