



# Christine Mulkins

boostevents

## CONTACT INFO

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Christine Mulkins is a senior communications and events specialist with 30+ years of experience in PR, strategic communications, and event management. Christine started boost in 2005 after 12 years working with an independent Toronto PR agency. She has since worked on a variety of client projects in corporate, not-for-profit, association, and education.

Christine Mulkins is a Toronto-based senior communications professional with 30+ years of experience in PR, event planning, media relations and strategic communications. Christine started boostPR in 2005 after 12 years with Toronto PR agency, Advance Planning & Communications/MS&L (1993-2005).

With a strong track record of achieving results for clients, Christine approaches every project with dedication and enthusiasm, working collaboratively and delivering professional, quality service.

Through boostPR, Christine has worked with a range of clients, including: Ontario Craft Brewers, Ontario Craft Wineries, Fashion Takes Action, The Canadian Sport Awards, Region of Peel Organics Recycling, Toronto Non-Contact Hockey League, Counsel PR (Toronto City Summit Alliance/Civic Action and Trump International Hotel & Tower).

In her previous role at Advance Planning & Communications, Christine honed her skills working on some of the most topical and high profile projects in the city, including: The Toronto City Summit Alliance, Toronto Megacity Mayors' news conference, Hasbro Canadian Monopoly Championships, Sunkist Growers, Jetsgo, Municipal Electric Association, Q107 (Howard Stern Show), Wine Council of Ontario and Women's College Hospital.

Prior to agency work, Christine worked with:

- Marketing Magazine: Promotion Marketing Awards;
- Ministry of National Unity (Government of Canada): Grassroots campaign coordinator;
- CIBC Corporation Communications: PR Officer;
- Toronto Life magazine: Communications Assistant;
- CBC TV Venture: Production Assistant.

Christine received a BA in English from the University of Western Ontario and a Certificate of Public Relations from Humber College.