

# REBECCA WINDHEIM

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Product professional with a strong foundation in omni-channel campaign execution, stakeholder management, and customer-focused innovation. Proven success in leading product launches and experiential marketing activations.

## EXPERIENCE

### Take Your Seat, Travel Photography | Brand Manager

Mar 2024 - present, Toronto, Canada

- Leading strategy and execution of multi-channel brand activations across global markets, ensuring consistent messaging across physical and digital touchpoints.
- Managing partner relationships with embassies, luxury hotels, and tourism boards, acting as liaison and ensuring mutual value.
- Coordinating cross-functional teams to deliver immersive content across web, social media, and live experiences, managing timelines and resources to meet campaign objectives.
  - Developed and executed live brand activations at the Aga Khan Museum (June) and The Well Mall (July) in Toronto.
- Presenting marketing insights and performance recaps to partners, refining strategy based on audience engagement and campaign results.
  - Undertook 3-month creative residency with the 5-star Peninsula Hotel in Beijing, integrating marketing goals with experiential content development and execution.

### Bell | Product Manager, eSIM & Travel Segment

Apr 2021 - Mar 2024, Toronto, Canada

- Co-led a \$25M digital transformation initiative expanding eSIM capabilities, increasing activation by 68% YoY (2024) through web & app enablement. Developed business cases, analyzed consumer trends, and presented data-backed insights to successfully lobby for funding.
- Defined user personas, gathered requirements, and built product roadmaps, collaborating closely cross-functionally to own the customer success journey.
- Executed go-to-market strategies including media briefs, creative concepts, and digital channel plans to support national rollouts. Commercialized new uses of eSIM technology in digital channels through targeted campaign strategies and partner enablement.
  - Launched landmark deal with Air Canada in exclusive multi-year contract; created new app flows for streamlined onboard activation & sponsored free Wi-Fi and messaging for passengers.

### Bell | Digital Analyst, Graduate Leadership Program

Sep 2020 - Apr 2021, Toronto, Canada

- Crafted business case for improvements in the self-serve program. Was awarded full funding of \$750k. Coordinated rollout of new features.

## EDUCATION

### McGill University | B.Comm., Finance & Management

2017 - 2020, Montreal, Canada

## ACCOLADES

Bell Excellence & Innovation Award, 2x recipient (2023)

1st place winner of McGill U case competitions, 2x (2020)

## INTERESTS

### Marketing Freelancer

2023 - present

Specializing in email campaign management and web design.

### Film & TV | Actress

2006 - 2020

SAG award nominee (2011). Carried lead and supporting roles in feature films & TV shows.

## OTHER

**Citizenship:** US & Canada

**Languages:** English & French

**Skills:** Adobe and Microsoft suite, basic SQL, AI tools

## CONTACT

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