



PUBLIC ADMINISTRATION

LOCAL GOVERNMENT PROGRAM

Communications Director: Stephanie Mackenzie-Smith, MPA'17

Biography:

Stephanie is the Manager of Corporate Communications for the Town of Aurora and is a member of the municipality's Executive Leadership Team. In her role, she oversees all communications, marketing and digital strategy for the Town and is also the media contact for Central York Fire Services in Aurora. Stephanie spent more than eight years at York Regional Police where she was responsible for strategic communications and overseeing all online and offline communications. Prior to working in the public sector, Stephanie worked as a communications and marketing consultant and as a marketing manager for a Fortune 500 staffing company.

Stephanie has spoken throughout North America on social media for community engagement, branding, crisis communications and media relations. She won numerous awards while at the police service for leading award-winning social media campaigns and in 2018 she was awarded the 2018 Allan O'Brien Award for being the part-time MPA student with the highest academic average. In addition to her MPA, Stephanie holds a degree in journalism from Ryerson University and a Professional Certificate in Communications and Public Relations from Western University.

