



Montana Getty Hilash

COMMUNICATIONS, MARKETING & BROADCAST PROFESSIONAL

Personal Profile

I am an enthusiastic professional who strives to assist any business I am employed with to thrive. I grew up in the small town of Boyle, Alta. where I gained knowledge of sports, agriculture, a hard work ethic and the importance of community. I aim to provide my experience with communications, social media, journalism, broadcast (news & sports), videography, media relations, marketing, podcasting and web development to enhance any team I join.

Contact

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Education/Licenses

RADIO & TELEVISION - TELEVISION

Northern Alberta Institute of Technology (NAIT) 2018 - 2020

STANDARD FIRST AID CPR/AED LEVEL C

Canadian Red Cross Valid April 2025 - April 2028

Volunteer Work

WESTERN CANADA MEMBER AT LARGE

Canadian Farm Writer Association 2025 - 2027

U10 HEAD COACH

Dawson Creek Minor Ball May - June 2021

SOCIAL MEDIA COORDINATOR

2018 Grey Cup Festival

FUNDRAISING VOLUNTEER

Bryan Mudryk Golf Classic

Personal

Sports enthusiast, specifically baseball & the New York Yankees
Loves fitness, pilates and slo-pitch
Avid coffee drinker
Newly married to my husband, Jeremy
Animal lover, Cat Mom to Bug & Cheese

Work Experience

COMMUNICATIONS & EVENTS COORDINATOR

Saskatchewan Wheat Development Commission | February 2023 - Present

- Increased followers on X, Facebook and LinkedIn by 20% in the first year after implementing the use of Social Bee to streamline social media posting.
- Facilitated, managed, provided creative insight and direction for the Sask Wheat rebrand. The result: a 3x national and provincial award-winning website, accompanied by a provincially awarded awareness campaign and a nationally awarded annual report.
- Organizing, planning, branding, hosting, setting up and executing 10-12 events across the province every year with 10% increased attendance year-over-year.
- Re-formatted the Grade School and Coffee Shop Talks events to focus on producer experience. This includes the involvement of hands-on demonstrations, a unique round-table discussion format to take the pressure off attendees and interactive concepts. These formats are also provincially awarded by IABC for innovative event formatting.
- Rebranded and consistently managing all graphic and visual aspects including documents, individual brands, business cards, signage, Mailchimp templates, clothing, email signatures, name tags, etc.
- Editing, writing, producing, recording and occasionally hosting podcasts meant to personalize the brand and create company transparency.
- Managing, writing, editing and posting website content daily and creating visually appealing graphics to connect with viewers.
- Managing the social media schedule and organizing it by post category.
- Constantly finding creative and innovative ways to connect with 24,000 Saskatchewan wheat producers across the province within our brand guidelines using trust and confidence in the agriculture sector.

BROADCAST SPECIALIST

Sask Entertainment Group | October 2023 - Present

- In-stand host, Saskatoon Blades
- In-stand host, Hockey Canada National Women's Canada vs. USA
- First female Colour Commentator for the Saskatoon Blades
- Contract part-time employee for any broadcast and media fill-in positions
- Girls Rock Night guest speaker, Saskatoon Blades
- On-field Reporter (TSN), Saskatchewan Rush (Jan. 17)

TV NEWS, SPORTS, COMMUNITY JOURNALIST

Global Saskatoon, CJDC TV, PTLN News | July 2021 - February 2023

- Finding and creating stories daily for the news and sports casts.
- Number one backfill for evening & live morning show weather (Saskatoon).
- Anchor, reporter, sports reporter, producer and writer. (CJDC)
- Training new employees on programs, cameras and about the city.
- Editing, shooting, writing and producing daily stories.
- Utilizing communication and community relationships to coordinate multiple interviews throughout the week.
- Writing impactful and factual articles for Global News online.
- Creating relationships with local organizations and community members.