

# JENNIFER SINGH

Public Relations Specialist. Inclusivity Expert. Former TV Reporter

## Jennifer Singh's Biography

Jennifer Singh is a former TV reporter turned entrepreneur, speaker and CEO of She's Newsworthy Media. Before entrepreneurship, Jennifer worked in the Canadian media industry for nearly two decades as a reporter, producer and writer for CTV, CBC, Global and CP24.

She has been featured in *The Globe and Mail*, *Wall Street Journal*, *Global News*, *CTV News* and *The Social* speaking about entrepreneurship, the challenges of being a woman in business and the need for more inclusive marketing. Jennifer was also featured in a national campaign for International Women's Day in partnership with Mercedes-Benz Canada and Pink Tartan and was the recipient of the She's Next grant from Visa and IFundWomen. Jennifer has spoken to hundreds both to a live audience and in the virtual space. She has worked with organizations like BMO for Women, Lean In Canada, York University, Laurier's Women Entrepreneurship Centre and The Atelier Collective.

Jennifer founded PR agency She's Newsworthy Media to help amplify the voices of women in the media because their expertise is underrepresented. The company is Canada's go-to resource for women entrepreneurs who want to get massive exposure for their businesses on TV. The team of journalists have helped over 100 women entrepreneurs land media spots on the most popular Canadian TV shows including *The Social*, *Cityline*, *Breakfast Television CP24 Breakfast*, *Global News Morning* and *Your Morning*.

## Signature Presentations

- 1. Carving your Own Path After Rejection and Breaking Barriers as an Entrepreneur:** This presentation dives into Jennifer's journey about reinventing herself in her late thirties after being laid off from jobs multiple times in 15 years, with two kids under the age of three. She covers rejection, breaking barriers, and how to thrive even when the odds are stacked against you.
- 2. How to Land Media and Get Coverage From an Ex-Reporter:** Using her insider expertise as a former TV reporter, Jennifer will walk participants through her signature process for helping over a hundred clients land national media coverage and become the media's go-to expert on networks like CTV, Global, CBC and more.
- 3. Amplifying Diverse Voices of Women in the Digital Age:** After pivoting to entrepreneurship, Jennifer shortly became one of the world's leading PR experts. Jennifer can cover topics like imposter syndrome and developing resilience as a woman in business.

