

SAFIA BARTHOLOMEW



“Your voice is your greatest ambassador and your heart is your compass”

Safia Bartholomew is a Visibility Specialist, Branded Content Strategist and Co-Founder of New Girl on the Block Consulting Inc. Her mission is to help entrepreneurs and creative types put words to what they do so that they reach and influence their target audience with a message that resonates and captivates.

As a graduate of the University of Toronto (Mississauga), Safia took her first bite of the professional writing industry while working for boutique public relations agency, Lotus Leaf Communications. It was here that she honed her skill for creating persuasive copy as she wrote various promotional materials for multiple top lifestyle and beauty brands, including: GUESS Watches, MIMI + You jewellery, UGG Australia and many more.

Since then Safia has worked as a nationally published journalist with Canadian publishing house Mediaplanet, as a freelance blogger and visibility specialist where she's honed a keen eye for a solid story and the insight to bring a brand's story to the forefront through creative copy and/or a strategic media placement.

Using the power of great content, Safia has propelled entrepreneurs to the forefront of various industries, including: Olympians & Pro-Athletes, Real Estate Professionals, Motivational Speakers, Artists and Educators. She has worked with them to discover their brand story, garner media coverage and book speaking engagements.

Safia has secured coverage for clients in major North American media outlets, including CBC News & Radio, Rogers Television, Metro Newspaper, Necole Bitchie.com, ByBlacks.com, Brampton Guardian, SHARE Newspaper and more.

At the intersection of public relations, journalism, marketing and social media, Safia is bursting with creative ideas to help you build your brand and sell your story.