

Amanda Rafuse, BA, BPR, PRK  
Public Relations Specialist  
Pronouns: she, her, hers

Amanda founded her Halifax, N.S. public relations firm GoFish! Communications ([www.gofishcomm.ca](http://www.gofishcomm.ca)) in 2017 when she noticed a lack of communications providers using an intersectional lens. Her company fills that void for not-for-profits and small businesses alike.

She attended the University of King's College in Halifax where she completed the first two years of their lauded journalism program before transferring to Dalhousie University, where she earned a Bachelor of Arts (Honours) in Social Anthropology in 2005. Amanda enrolled in Mount Saint Vincent University's Bachelor of Public Relations program the following year. The field appealed to her because it wed her two previous areas of studies, journalism and social anthropology, including a shared theoretical and academic background.

After receiving her Bachelor of Public Relations from Mount Saint Vincent University in 2009, Amanda worked in the insurance sector doing risk analysis for several years. In 2017 she returned to the public relations industry to pursue her passion - empowering marginalized groups to amplify their voices so they may take their seats at the table.

When she's not working hard on her business or for her clients, Amanda can be found hanging out with her husband or family, if she isn't fussing over her many plants. She volunteers her time as a Co-Chair of the popular giving circle 100+ Women Who Care Halifax, as well as with her local chapter of the public relations industry group, the Canadian Public Relations Society (CPRS), and the annual arts festival, Nocturne: Art at Night.