



SARAH MAE IVES ANNOUNCED AS A NOMINEE FOR THE 2023 RBC CANADIAN WOMEN ENTREPRENEUR AWARD

TORONTO – Canadian Entrepreneur Sarah Mae Ives, president and founder of Sarah Mae Ives Social Media Inc., has been nominated for the 2023 RBC Canadian Women Entrepreneur Awards, which recognizes women business owners from across Canada who make impressive and substantial contributions to the local, Canadian, or global economy. Candidates share a strong entrepreneurial vision and a relentless passion in pursuing their dreams.

Sarah Mae Ives is a leading industry expert in the digital media space, particularly in creating and running successful social media ads for companies across the world on Facebook, Instagram, TikTok, Google and more. Her Social Media Ads Training program for those wishing to launch their own at home Ads Agency is called: The No-Fluff Business™ Mentorship and has helped thousands of students since its inception in 2020.

Many of Sarah Mae Ives' students have become successful business owners and ads managers, having learned the valuable skill of ads management (which involves creating, managing, and analyzing performance of social media ads in the ever-increasingly relevant digital advertising space).

The Sarah Mae Ives program empowers its students, who are mostly women, to create their own business (specifically launching an ads agency for most). Students of the No-Fluff Business Mentorship™ also learn the fundamentals of business, and how to provide a valuable offering to many businesses in need of scaling their engagement and digital presence.

The role of Social Media Ads Manager is increasing in prevalence each year, as more and more businesses begin advertising on social media platforms like Facebook, Instagram, TikTok, Google and more.

"We are honoured to celebrate the stories and accomplishments of our 2023 nominees," said Greg Grice, Executive Vice-President, Business Financial Services, RBC. "We're excited to see a growing force of women entrepreneurs in Canada who are trailblazing industries, mentoring and creating opportunities for other women, and making significant contributions to our economy and communities through their leadership. Supporting their advancement and celebrating their achievements are critical to creating a more inclusive business community and inspiring the next generation of entrepreneurs as we strive for greater growth and resilience in a post-pandemic economy."