

PROFESSIONAL PROFILE

- An award-winning strategic communications professional with extensive experience in writing and publications, public and media relations, marketing, online communication and visual design.
- A creative thinker with a proven ability to develop communication strategy and manage projects.
- An organized relationship builder and team player with excellent diplomacy and networking skills.
- An effective storyteller skilled at generating content for internal and external audiences.
- A self-starter and accomplished consultant who receives strong client feedback.

HIGHLIGHTS OF CAREER ACHIEVEMENTS

Strategic Communication, Marketing and Online Development

- Produced a travel blog and photography website documenting travels to 36 countries: awarded “Best of the Best” for highest score in Communication Skills by judges of the International Association of Business Communicators (IABC) 2009 Virtuoso Award competition.
- Led development of the 2009 United Way of London & Middlesex Campaign marketing strategy: initial focus group input, developing the marketing theme with a creative agency, managing all marketing and advertising materials, writing copy and coaching featured story subjects for public appearances. Project was completed two months before deadline with marketing budget savings of \$12,000 versus 2008; stakeholder feedback indicated that all identified needs were met.
- Coordinating redevelopment of hospital and foundation websites for St. Joseph’s Health Care, London including user analysis, design agency and web developer consultation, developing strategies for content development and new e-communication tools.
- Redesigned, wrote, edited and produced an annual newsletter for Bethanys Hope Foundation that earned an International Association of Business Communicators (IABC) 2008 Virtuoso Award.

Writing, Editing and Design

- Fluent in graphics software and technical processes relating to design and online communication.
- Responsible for writing and editing online content for St. Joseph’s Health Care, London.
- Managed the daily publication of a 14-page guest newsletter for 1,200 guests on board a cruise ship within very tight deadlines to provide important information about ports of call and activities.
- Edited, designed and published a monthly internal newsletter that promoted research institute’s accomplishments to more than 1,500 staff, scientists and students at London’s hospital network.
- Wrote numerous feature magazine articles and news stories published in donor magazines and industry trade publications to raise identity of hospital as a centre of excellence.

Public Relations and Event Management

- Coordinated external communications for United Way of London & Middlesex. Managed media relations and served as a spokesperson, briefed senior leaders and prepared issues management strategies. Nurtured media relationships and gained strong feedback from journalists and editors.
 - Developed and planned the 2008 end-of-Campaign celebration for United Way of London & Middlesex: developed event sequence and wrote the event script. Simultaneously coordinated media relations about the Campaign achievement: worked with media to achieve 400 per cent more media impressions than in the previous year.
 - Volunteered to manage media relations for Rick Hansen Wheels In Motion activities and earned 250 per cent more media impressions than in previous year despite increased event competition.
 - Facilitated journalist, VIP and dignitary cruise ship tours as a ranking Officer. Also entrusted to host formal dining tables, liaise at events and escort shore tours for cruise guests.
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CAREER HISTORY

St. Joseph's Health Care, London	London, ON	2009-Present
<ul style="list-style-type: none"> ▪ Web Producer 		
United Way of London & Middlesex	London, ON	2008-2009
<ul style="list-style-type: none"> ▪ Communications Coordinator 		
Crystal Cruises	Los Angeles, CA	2008
<ul style="list-style-type: none"> ▪ Editor and Layout Designer of Guest Publications for 2008 World Cruise (Visited 36 countries) 		
Lawson Health Research Institute	London, ON	2006-2007
<ul style="list-style-type: none"> ▪ Communications Consultant 		
Mount Sinai Hospital	Toronto, ON	2006
<ul style="list-style-type: none"> ▪ Special Project Coordinator, Annual Report ▪ Communications and Marketing Internship 		
Impression One	London, ON	2005-Present
<ul style="list-style-type: none"> ▪ Freelance consultant and owner of communication and design business. ▪ Clients include: Bethanys Hope Foundation, Crystal Cruises Guest Loyalty Magazine, London District Catholic School Board, IABC London Chapter, Diocese of London 		

EDUCATION

University of Guelph-Humber	Toronto, ON	2006
<ul style="list-style-type: none"> ▪ Graduate of four-year Media Studies Program, concurrent degree and diploma ▪ University of Guelph: Honours Bachelor of Applied Arts in Media Studies ▪ Humber College Institute of Technology & Advanced Learning: Advanced Diploma in Public Relations 		
École de Langue Française	Trois-Pistoles, QC	2004
<ul style="list-style-type: none"> ▪ Five-week French-immersion course associated with The University of Western Ontario (intermediate French-language skills). 		

LEADERSHIP AND PERSONAL ACHIEVEMENTS

- Serving as a mentor for recent public relations graduates through the International Association of Business Communicators (IABC).
 - Elected by classmates to deliver the graduation address for the University of Guelph-Humber.
 - Received highest performance mark for a co-operative education student in Mount Sinai Hospital's *Work of Value* internship program; asked to by Vice-President and Director to write testimonial for hospital's internship recruitment website as a program ambassador.
 - Received Academic and Leadership Scholarships at the University of Guelph-Humber.
 - Elected as the founding President of the University of Guelph-Humber Student Association.
 - Received a Lieutenant Governor's Community Volunteer Award in both 2000 and 2001.
 - Founded a charity drive at John Paul II Catholic Secondary School that raised \$11,000.
 - Member of International Association of Business Communicators (IABC) since 2005.
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