

Andrew Kaszowski

Award-winning communication leader with 14 years progressive experience and internationally-accredited CMP certification

Values-driven motivator of teams and individuals

Results-achieving implementor of solid strategy

Trusted advisor, coach and mentor who gains influence through sharing expertise

Seasoned media and public relations professional

Expertly-polished writer and editor

Audience-focused brand elevator

Passionate community builder and charismatic ambassador

Inspiring storyteller

A kind, creative, open, authentic and passionate leader
A Swiss-Army knife of polished communication skills
Driven to make a difference where it matters

Professional Leadership Profile

- Communication Management Professional (CMP) certified, award-winning communication leader with 14 years of progressive experience leading teams, individuals and brands to peak performance
- A passionate community-builder who serves as a charismatic ambassador for organizations and causes
- An inspiring storyteller who engages audiences by sharing captivating content
- A creative and strategic thinker with a proven ability to conceive and deliver solutions that raise the bar in branding and engagement — combined with expert-level technical skills
- A confident advisor and trust-builder who earns respect by sharing expertise and delivering results
- A lifelong learner — extensive training with a drive to stay current through innovation and continuous development
- An advocate of wellness from the inside out: a lived-experience mental and physical health champion recognized for the strength of his rebound to happiness and success

Relevant Skills

- Versatile, omni-talented communication skillset ranging from eloquent writing and editing to video production to graphic design. When it comes to communication functions, I can do them all with expert-level skill and a touch of creative style
- Strategic planning in communication and marketing, combined with project management expertise to successfully implement strategies and their tactics
- Well-rounded experience driving brand engagement through successes in the full spectrum of communication channels: online engagement, website management, content development and design, branding and marketing, event planning, public relations and media both earned and paid
- An expert in change communication, internal staff engagement, and issues leadership

Key Achievements

- Experienced leading large, cross-functional teams with diverse experience levels
- Successful in steering even complex multi-stakeholder healthcare organizations through effective internal and public-facing communication
- Award-winning skill in devising bold strategies, gaining organizational buy-in and empowering teams to implement them to surpass objectives

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Experience and Successes

LONDON CHAPTER PRESIDENT | INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS (IABC) — SINCE 2018

IABC is the professional, membership-based organization that connects and supports London and area professional communicators with their professional development needs.

- Provided leadership for a team of 25 on the board of directors, each of whom have diverse experience levels - some more experienced than myself. Gained their trust and influence by supporting their recruitment, on-boarding and coaching them in the creation of their respective portfolios' strategic plans and measurable objectives
- Spearheaded the strategic revival of the organization's cross-channel communication strategy which resulted in the total in-person and online audience doubling in one year and paid membership rising by 15%
- Responsible for the organization's budget, steered the implementation of financial best-practices across the board of directors and strategic planning for long-term community investments

COMMUNICATION CONSULTANT, CONNECTING SOUTH WEST ONTARIO (CSWO) | LONDON HEALTH SCIENCES CENTRE (LHSC) — SINCE 2015

Connecting South West Ontario (cSWO) is a program that aims to improve the health system by leading and coordinating the implementation of electronic health records.

- Facilitated internal team communication about the transition of employment to LHSC, helping with change management and increasing clarity for team members about the transition
- Accomplished the complete rebranding of all communication materials used by the team at the time of its transition to being a part of LHSC, ensuring documents were updated in time for the team's transition and that all team members were comfortable with the updated brand. Coordinated with the external design agency to ensure the timely rollout of the updated brand
- Responsible for coordinating communication of the cSWO project to internal and external stakeholders
- Regularly interview clinicians who are implementing the cSWO electronic health record solutions, and writing and editing stories about the success of the program through print and multimedia — including promoting these stories to internal and external audiences
- Took initiative to film and edit video interviews of clinicians who have implemented the cSWO electronic health record solutions into commercials that have furthered awareness of the program to other health care providers
- Took initiative to work in concert with the Benefits Realization Specialist to develop a streamlined process for identifying and interviewing stakeholders who have implemented the electronic health record solutions to produce case studies and success stories that can further expand adoption by other healthcare providers

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ALUMNI COMMUNICATION SPECIALIST | WESTERN UNIVERSITY — 2014-2015

- Delivered strategic communication to further engage the more than 260,000 alumni
- Led development of the programme for the Alumni Award of Excellence celebration, meeting short deadlines to interview and write biographies of five exemplary alumni, edit the programme and coordinate with a team of graphics designers
- Developed a month-long social media content campaign across channels used by Western University to promote Homecoming 2015, leading to direct traffic through links to the Western Alumni website and a measured increase in links to event registration compared to the previous year

WEB PRODUCER | ST. JOSEPH'S HEALTH CARE LONDON — 2009-2013

- Managed and implemented the redevelopment of the public websites for St. Joseph's Health Care London and St. Joseph's Health Care Foundation: resulted in a sustained 300% increase in website traffic and introduced two-way online engagement
- Developed best-practice social media and public feedback policy and spearheaded the introduction of social media presence and content
- Led the planning and delivery of online content including multimedia production, event photography and feature story writing for online audiences
- Developed an award-winning interactive storytelling website for the community to commemorate the closing of the birthing unit

COMMUNICATION COORDINATOR | UNITED WAY OF LONDON & MIDDLESEX — 2008-2009

- Led marketing and communications. Developed the campaign brand and managed the development of all communication and marketing materials in a particularly challenging fundraising climate (the onset of the 2008 economic slowdown)
- Successfully spearheaded crisis management communication planning to prepare for a potential campaign fundraising shortfall; prepared funded agencies through strategic stakeholder communication
- Coordinated strategic media relations and issues management; served as spokesperson

ONBOARD EDITOR OF GUEST PUBLICATIONS, WORLD CRUISE | CRYSTAL CRUISES — 2008

- Managed the daily editing, design and printing of the guest newsletter and restaurant menus onboard a luxury cruise ship (visited 36 countries)
- Facilitated journalist, VIP and dignitary cruise ship tours as a ranking officer

COMMUNICATION CONSULTANT | LAWSON HEALTH RESEARCH INSTITUTE — 2006-2007

- Responsible for external communication (including media relationship-building, feature story writing, website management) and internal communication (including publication of the internal newsletter and staff communication messaging).

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Additional Career Experience

- Led the grand opening event for St. Joseph's Hospice, driving front-page coverage and standing-room-capacity audiences
- Managed the production of the first-ever integrated annual report for Mount Sinai Hospital, Mount Sinai Hospital Foundation and Samuel Lunenfeld Research Institute
- Started my career as a Lifeguard, Swimming and Aquafit Instructor at Centre Branch

Education

CONCURRENT MEDIA STUDIES DEGREE-DIPLOMA PROGRAM UNIVERSITY OF GUELPH-HUMBER, TORONTO — 2006

- University of Guelph: Honours Bachelor of Applied Arts in Media Studies
- Humber College: Advanced Diploma in Public Relations

Certification and Professional Development

- Communication Management Professional Certification — earned 2017 and current
- Leadership Essentials for Emerging Leaders — Ontario Hospital Association
- Social Media for Healthcare — Advanced Learning Institute
- Crucial Conversations — VitalSmarts
- Leadership London Development Program — Emerging Leaders & The Right Path

Community Leadership

- Marketing, promotions and social media leader for community causes ranging from theatre and the arts to LGBTQ pride
- Co-Founder of PechaKucha Night #ldnont
- Baritone singer with Pride Men's Chorus London

Communication Industry Recognition

- Chapter Management Award for Professional Development portfolio management of IABC London: International Association of Business Communicators
- Best of the Best Award: International Association of Business Communicators
- Excellence in Communication Award: Health Care Public Relations Association Canada
- Apex Award of Excellence: Communication Concepts

Misc.

- Awarded University of Guelph-Humber's Alumni Award of Achievement in 2016
- Rather gifted at setting the perfect music playlist to any mood and occasion

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