

# Andrew Kaszowski

CMP-certified, award-winning communication specialist with 12 years progressive experience

Seasoned media and public relations professional

Polished writer and editor

Skilled online and social media strategist

Creative branding and marketing designer

Experienced event leader

Keen sense of visual style

Inspiring storyteller

Passionate community builder and charismatic ambassador

Creative, Open, Authentic, Passionate, Leader  
A Swiss-Army knife of polished communication skills  
Driven to make a difference where it matters

## Professional Profile

- Communication Management Professional (CMP) certified, award-winning communication specialist with more than 12 years of progressive experience who combines extensive training with a drive to stay current and fresh through innovation and continuous development
- Leadership acumen combined with experience elevating and empowering teams and individuals
- A creative thinker with a proven ability to conceive and deliver solutions that raise the bar in branding and engagement — combined with expert-level technical skills
- An inspiring storyteller who engages audiences by producing captivating content
- A self-starter who gains strong client feedback for effectively managing projects to achieve goals — delivering value to organizations by elevating performance and fostering meaningful connections to audiences
- A lifelong learner — constantly learning, enhancing and gaining new skills

## Relevant Skills

- Versatile, omni-talented communication skillset ranging from video production to graphic design to eloquent writing and editing
- Strategic planning in communication and marketing, combined with project management expertise to successfully implement tactics
- Well-rounded experience driving success in online engagement, website management, content development and design, branding and marketing, event planning, public and media relations, issues and crisis management

## Experience

### **COMMUNICATION CONSULTANT | IMPRESSION ONE — 2005-CURRENT**

Owner of freelance business specializing in writing, branding, events and online strategy

- Spearheaded social media engagement for a multitude of community initiatives, driving engagement and recruitment for PechaKucha Night #ldnont, Pride Men's Chorus London, London Community Players/Palace Theatre and It Gets Better London
- Led the grand opening event for St. Joseph's Hospice, driving front-page coverage and standing-room-capacity audiences

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## **COMMUNICATION CONSULTANT, CONNECTING SOUTH WEST ONTARIO (CSWO) | LONDON HEALTH SCIENCES CENTRE (LHSC) — 2015-CURRENT**

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.

- 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
- 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
- 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

## **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
- Completed daily updating to ensure that the profiles of featured alumni were current and fresh on the Western University website
- 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

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## **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, feature story writing, website management) and internal communication (including publication of the internal newsletter and staff communication messaging).

## **SPECIAL PROJECT COORDINATOR | MOUNT SINAI HOSPITAL — 2006**

- Managed the production of the first-ever integrated annual report for Mount Sinai Hospital, Mount Sinai Hospital Foundation and Samuel Lunenfeld Research Institute: coordinated project deadlines and content, liaised with photographers and writers, wrote original content.

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## 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

- IABC London: President-Elect (2017-2018), Professional Development Director (2016-2017), will assume presidency in 2018-2019
- PechaKucha Night #ldnont co-organizer
- Producer of London Community Players' productions of "Twelfth Night" and "Vanya and Sonia and Masha and Spike"
- Pride Men's Chorus London: website and social media manager
- Museum London: Marketing and Development Committee

## 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 matching the perfect music playlist to any mood and occasion

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