

andrew kaszowski

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Profile

- An award-winning strategic communication professional with extensive experience in writing and publications, public and media engagement, marketing and branding, online communication and visual design
- A creative thinker with a proven ability to bring innovation and efficiency
- A self-starter who envisions potential and seeks the input of others in planning
- A passionate motivator, effective relationship builder, team player and network mobilizer who skillfully manages people and resources
- A community organizer with extensive leadership training and experience

Highlight of Relevant Skills

- Expert-level writing and editing skills for any audience and medium
- Online social engagement strategy and tactic expertise
- Branding and marketing strategy and tactic delivery
- Speech writing and public speaking
- Media relations and interview delivery
- Event planning and execution
- Web content strategy, writing and usage planning
- Graphics, visual design and photography
- Volunteer organization and team development, group facilitation

Summary of Community Leadership

University of Guelph Alumni Association Board of Directors — 2010-Current

CNIB London UnGala: coordinator of volunteers — 2010-Current

Emerging Leaders: volunteer member — 2008-Current

Hack the Vote London: media liaison — 2010

Brain Tumour Foundation of Canada: volunteer — 2009-Current

IABC London: committee member and past board liaison — 2005-Current

United Way GenNext: past volunteer and communication lead — 2008-2009

Humber Campus: resident assistant — 2005-2006

University of Guelph-Humber: orientation coordinator — 2003-2006

University of Guelph-Humber: student ambassador — 2002-2006

University of Guelph-Humber Student Association: founding president — 2002-2003

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Experience

WEB PRODUCER: ST. JOSEPH'S HEALTH CARE, LONDON — 2009-CURRENT

Led strategy, project management and user engagement for the complete redevelopment of St. Joseph's public websites into user-friendly, informative and engaging online presence

Developed the "I Was Born at St. Joseph's" public engagement website

Led training in web content and writing best practice

Leading strategy for online engagement and social media policy

TRAVEL BLOGGER: FLIGHTNETWORK.COM — 2010-CURRENT

Writing travel articles for Canada's second-busiest discount travel website

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

Coordinated the successful implementation of marketing and advertising for the 2008 United Way campaign.

Coordinated strategic media relations and issues management, served as spokesperson

EDITOR OF GUEST PUBLICATIONS: CRYSTAL CRUISES — 2008

Managed the daily publication of a 14-page guest newsletter for 1,200 guests

Facilitated journalist, VIP and dignitary cruise ship tours as a ranking officer

COMMUNICATION CONSULTANT: LAWSON HEALTH RESEARCH INSTITUTE — 2006-2007

Developed strategic internal and external communication plans and tactics

COMMUNICATION CONSULTANT: IMPRESSION ONE — 2005-CURRENT

Freelance communication work in writing, editing and design

Education

UNIVERSITY OF GUELPH-HUMBER, TORONTO — 2006

Graduate of four-year Media Studies Program: concurrent degree and diploma

- Honours Bachelor of Applied Arts in Media Studies
- Advanced Diploma in Public Relations

Awards and Recognition

Alumni Lecturer: University of Guelph-Humber Last Lecture — 2010

Best of the Best Award, Communication Skills: IABC London Virtuoso — 2009

Award of Merit, Communication Skills: IABC London Virtuoso — 2007

Graduate Lecturer: University of Guelph-Humber Last Lecture — 2006

Academic and Leadership Scholarships: University of Guelph-Humber — 2002-2006

Lieutenant Governor's Community Volunteer Student Award — 2000 & 2001

Referrals

Are available upon request