

# Andrew Kaszowski

Award-winning communication specialist

Seasoned media and public relations professional

Polished writer and editor

Leading 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

## Professional Profile

- An award-winning communication specialist who combines extensive experience with a drive to stay current and fresh through innovation and continuous development
- 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 and who gains strong client feedback for effectively managing projects to achieve goals — with the leadership experience to build and motivate teams
- A passionate human being who strives to make a difference where it matters
- An eager learner — constantly seeking to learn, discover, enhance and gain new skills

## Relevant Skills

- 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, writing and editing
- Graphics and visual design, photography, video editing and publication layout

## Experience

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

- Owner of freelance business specializing in writing, branding, events and online strategy
- A sought-after speaker on the topics of strategic communication and online content
- Led the grand opening events for the new home of St. Joseph's Hospice

### **ALUMNI COMMUNICATION SPECIALIST | WESTERN UNIVERSITY — 2014**

- Delivered strategic communication to further engage the more than 260,000 alumni

### **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

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## **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
- 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**

- Developed strategic internal and external communication plans and tactics

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

- Coordinated publication of the first integrated hospital and foundation annual report

## 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

- Certified Apple Product Professional
- VitalSmarts: Crucial Conversations
- Emerging Leaders & The Right Path: Leadership London Development Program

## Community Leadership and Recognition

- Museum London: Marketing and Development Committee
- Broadway Singers: Baritone Singer
- IABC London: Virtuoso Awards Committee
- University of Guelph-Humber: Alumni Award of Distinction

## Communication Industry Recognition

- 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

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