

PROJECT EXAMPLES

NAIMA CANADA, Ottawa, Ontario

Role: Government Relations, **Public Policy Researcher & Consultant** 08/2006 – Present

- Researched and counselled national trade association for the insulation industry on the public policy environment in Quebec
- Drafted and researched background report on the opportunities available for the association to make an impact on the issue of energy efficiency and the environment

ESTATE THERAPY INC., Toronto, Ontario

Role: **PR / Communications Consultant** 06/2006 – Present

- Researched and developed of a public relations and communications plan for Lawyer/Speaker and author on the issues of estate planning and wills.

COLBY PROPERTIES LTD., Springfield, Ohio, USA

Role: **Copywriter and Researcher** 05/2006 – 09/006

- Compiled a listing of four technical training documents on real estate investing and converted them to Canadian standards
Skills developed:
 - _ Understanding of Canadian Securities regulations
 - _ Knowledge of the rules and regulations in real estate financing

BIONIQ, Ottawa, Ontario

Role: **Subcontracting Copywriter / Public Relations Advisor** 04/2006 – 10/2006

- Drafted web content for a variety of Ottawa-based Hi-tech companies
- Augmented the company's marketing outreach

CANADIAN ACADEMIES OF SCIENCE, Ottawa, Ontario

Role: **Public Relations Consultant** *through Thornley Fallis Communications* 01/2006 – 03/2006

- Development and implementation of a communications plan
- Ongoing publicity and public relations support; media interview booking
- Development of all communications and media relations' materials:
 - _ Media and press kit work
 - _ Media list development and monitoring mechanisms

NATIONAL RESEARCH COUNCIL

Role: **Public Relations Consultant** *through Thornley Fallis Communications* 01/2006 – 03/2006

- Ongoing publicity and public relations support

G. MOMENTUM PERSONAL AND BUSINESS STRATEGISTS, Pembroke, Ontario

Role: **Publicist / PR Consultant** 08/2005 – Present

- Development and implementation of a communications plan
- Ongoing publicity and public relations support; media interview booking
- Marketing communications consulting
- Event planning and speech booking

STREET HOCKEY MILLIONAIRE, Ottawa, Ontario

Role: **Publicist / PR Consultant** 08/2005 – 12/2005

- Development and implementation of a communications plan

- Ongoing publicity and public relations support; media interview booking
- Marketing communications consulting
- Event planning and speech booking

INMEDIA PUBLIC RELATIONS, Ottawa, Ontario

Role: Subcontracting Public Relations Consultant for the Assembly of First Nations 08/09 2005

- Drafting of communications and media kit material for the AFN Renewal Commission
- Ongoing publicity and public relations support

FREEPRINTERS.COM, Dallas, TX, USA

Role: PR & Marcomm Consultant 04/2005 – 09/2005

- Drafted web copy and targeted press releases to drive sales
- Submitted articles to targeted industry publications
- Development of sales and marketing copy

CIDA/ FOREIGN AFFAIRS CANADA

Role: Policy Drafter 03/04 2005

- Facilitated joint task force discussions on Canadian involvement in Brazil & the Inter-Americas
- Drafted a 5 page discussion paper for submission to Cabinet and senior executives
- Facilitated inter-department communication

MUNICIPALITY OF ALLUMETTE ISLAND, Quebec

Role: Infrastructure Policy Consultant 2002 - 2005

- Researched government policies and funding sources
- Drafted correspondence and liaison with ministerial departmental staff
- Managed application processes for funding requests from the federal and provincial governments
- Wrote monthly bulletin
- Coordinated briefings with neighbouring municipal officials

METRIX CONSULTING, San Francisco, CA, USA

Role: Web Copy Writer 09/2004 – 12/2004

- Drafted web content for a Michigan-based landscaping company's website: www.fritzlandscapingco.com

FIDENTIA INC., Solana Beach, CA, USA

Role: Senior Public Relations & Marketing Consulting 10/2004 – 07/2005

- Media relations' strategies, liaison and advice
- Press release drafting and article placement
- Secured placement of promotional articles in several North America-wide magazines
- Billboard posting and link exchanges on the Internet to draw traffic to the company's website
- Internet research used to develop linkages with other sites
- Media / ad buying and placement
- Research creative and economical means of raising awareness

BANGARTH TECHNOLOGIES INC., Richmond Hill, Ontario

Role: Marketing Communications consultant 12/2004 – 05/2005

- Marketing communications strategies and advice
- Consulted on Canada Revenue Agency tax policy