

Professional profile

Well organized, self-motivated communications professional with advanced writing, editing and interpersonal skills and a passion for presenting information clearly and concisely

Key competencies:

- Writing, editing and proofreading
 - Producing websites, graphics and online videos
 - Project management
 - Research and analysis
 - Acting as an information officer
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Experience

Ontario Ministry of Government Services, Communications Branch

SENIOR WRITER, Creative and New Media Services Unit
(February 2011 to present)

Highlights

- Improved employee engagement by writing over 50 articles, field producing and editing 10 videos and posting dozens of photos of staff, events and corporate initiatives on Topical, an internal news website serving 58,000 members of the Ontario Public Service
- Part of intranet refresh team that took a five-year old website from a series of static web pages to a dynamic, interactive online space described by members of the target audience as: “fresh, simple and clean,” “friendly and social” and “bringing the community feeling back to internal communications”
- Improved breadth of coverage of internal news by networking with over 70 employees responsible for internal communications in 30 ministries, five employee networks, six program areas and seven regions
- Created user-centric Communications Branch website where visitors can access the services they need in one click; eliminated redundant content, reorganized architecture and reduced the number of web pages by 50 per cent
- Edited deputy minister’s blog, internal and external web pages, staff memos and other content for grammar, clarity and plain language prior to posting/distribution to 3,000 employees

PROGRAM AND PLANNING OFFICER, Strategic Planning Unit
(April 2009 to February 2011)

Highlights

- Nominated for 2010 ministry Excelsior Award for innovation
- Redesigned client satisfaction survey report taking it from a technical 93-page document to a 28-page plain language summary of need-to-know findings for easy use by senior management
- Initiated, researched and wrote custom divisional style guide, reducing confusion for writers and approvers on correct language conventions and improving the quality of materials produced by the division
- Wrote correspondence and oversaw the distribution of materials informing stakeholders, chief justices, staff and the general public at 181 courthouses of new service standards, improving client relations in Ontario’s courts

June Morrow

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MULTIMEDIA PRODUCER, freelance (May 2000 to April 2009)

Highlights

- Produced over 80 online documentary-style videos for commercial and media clients: located and interviewed subjects; wrote scripts; edited clips; posted videos to websites
- Designed 22 original websites: worked with clients to plan architecture; wrote and edited content; designed navigation, layout and graphics
- Oversaw all writing, editing, design and production of a glossy 32-page magazine promoting a new beachfront entertainment venue, completing the entire publication within 14 days from inception to distribution at the venue's grand opening

ASSOCIATE EDITOR, Canadian Business magazine (May 2004 to June 2007)

Highlights

- Ensured the integrity of a national biweekly magazine by connecting with thousands of sources ranging from blue-collar workers to multimillionaires to gather, verify and clarify information
- Negotiated changes with writers, compiled statistics, and researched and wrote articles under tight deadlines
- Contributed to three National Magazine Award winning stories

Computer skills

MS Office:

Word
Excel
Outlook
PowerPoint

Graphic design:

InDesign/ InCopy
Photoshop
Acrobat
Publisher

Websites:

WordPress,
Tiles, Dot Net Nuke
Dreamweaver
HTML

Video editing:

Premiere

Platforms:

Windows
Mac

Education

BACHELOR OF JOURNALISM, Ryerson University

Graduated with five scholarships in 2004

BACHELOR OF ARTS, University of Waterloo

Completed degree independently through distance education; graduated in 1998

DIPLOMA IN BUSINESS ADMINISTRATION, Algonquin College

Graduated with honours in 1993