

Communications and audience engagement specialist driven to inspire deeper thinking and public trust.

Work Experience

Decoda Literacy Solutions

April - Oct. 2020

Communications Strategist

- Develop and implement social media strategy for BC's leading literacy organization
- Increase and deepen engagement with institutional and individual donors, and a network of literacy partners

Canadian Legal Information Institute / L'Institut canadien d'information juridique

Sept. 2019 - Oct. 2020

Community Manager

- Manage CanLII's social media and online engagement in English and French
- Increase and deepen engagement with CanLII's commentary collection and legal research technology

Freelance Communications Consultant

July 2019 - Present

Chanel Grenaway & Associates, Royal College of Physicians and Surgeons of Canada

- Edit blog and website content for a consultancy in the non-profit and public sectors
- Write content for *Dialogue*, a newsletter for 50,000 members in the medical community

Universities Canada / Universités Canada

April 2016 - June 2019

Digital Journalist, *University Affairs*

- Staff reporter for an award-winning publication for Canada's higher education and research community
- Won Best Newsletter (Gold) at the Canadian Online Publishing Awards in 2017 and 2019
- Managed social channels in English and French, engaging followers daily to grow audience and conversations

Digital Pedagogy Lab

July 2018

Fellow

- As part of an international faculty cohort, I led a workshop on "The Uses of Participatory Storytelling" at the University of Mary Washington, USA

Synapcity

August 2018 - June 2019

Facilitator

- Co-facilitated and developed learning objectives for a six-week workshop for diverse participants seeking to engage with Ottawa policy-makers and processes

Canadian Women's Foundation

Jan. 2015 – Feb. 2016

Writer / Videographer

- Coordinated print/digital production of *SHE* magazine, published bi-annually for a donor audience
- Researched and developed content for the magazine, monthly e-newsletters, blog, surveys, fact sheets
- Filmed and edited 30+ videos showing the impact of the Foundation's grant programs and initiatives

The Globe and Mail

May – Sept. 2014

News Reporter

- Original reporting on education, crime, politics, and breaking news for Canada's national newspaper
- Pitched and wrote features that appeared in Folio and weekend Globe T.O. sections

Volunteer Experience

Carty House

2017 - 2019

Board Member

- Strategic visioning and problem solving in financial matters, programs and human resources; Chair of the communications committee for Carty House, a first home and helping hand for refugee women in Ottawa

Uniterra Leave For Change

Oct. 2018

Communications Advisor

- As a professional volunteer, trained staff at AMSCLAE with guidance from the executive director to build capacity for internal communication and public engagement around Lake Atitlán, Guatemala

Education & Training

McMaster University, Hons. Bachelor of Arts and Science (2014)

Editors Canada, Stylistic and Substantive Editing (2016, 2017)

DOC Institute New Visions Incubator - Eastern Ontario (2017)

Sarah Lawrence College Summer Seminar for Writers (2017)

International Center for Journalists Data Journalism Fellowship Training (2019)

Skills

Mandarin (Native fluency)	French (Fluent)	Spanish (Fluent)	WordPress Gutenberg
Twitter/LinkedIn/Facebook	MailChimp	Non-linear video	HTML/CSS/JS
Google Analytics	Adobe Creative Suite	Newsletter marketing	Analytics dashboards

Community Engagement

Member, Solutions Journalism Network	2019 - Present
Member, Ottawa Art Gallery Youth Council (Départ)	2017 - 2019
Member, Independent Filmmakers Cooperative of Ottawa (IFCO)	2018 - Present
Member, Editors Canada	2016 - Present
Judge, National Magazine Awards: B2B	2019
Judge, Canadian Online Publishing Awards	2018 - 2019
Speaker, PSEWEB conference , "Social Media for Community Engagement"	August 2018
Public Affairs Volunteer, Global Centre for Pluralism	2017 - 2018