



EDUCATION

Master of Professional Communication

Ryerson University, 2012

Research interests include crisis communication, education, gender and communication, health, online engagement and social media. Founded the student blog Hey Reciever to showcase student work.

Bachelor of Arts (with distinction)

University of Victoria, 2004

Sociology and History

Additional Classes

Intro to Video Editing

Ladies Learning Code, 2013

Writing for the Web

U of T School of Continuing Studies, 2014

Organizational Behaviour

U of T School of Continuing Studies, 2015

EXPERTISE

- Communications strategy & planning
- Community engagement
- Content management
- Digital content
- Editing
- Events planning & management
- Event sponsorship
- Internal communications
- Leadership
- Marketing
- Media relations
- Plain language writing
- Project management
- Social media
- Web writing
- Volunteer management

PROFILE

- 12+ years of professional communications experience, including:
 - Professional writing for external and internal audiences including online communication, correspondence, speeches and speaking notes;
 - Marketing, including print and digital advertising;
 - Social media strategy, management and community engagement.
- 10+ years of event management experience.
- Extensive experience managing staff and volunteers.
- Strong skills in Microsoft Office Suite, including Word, PowerPoint and Excel.
- Proficient with graphic design software including Adobe InDesign and Photoshop.
- Long-time user of CMS software including WordPress, with basic HTML knowledge.

EXPERIENCE

Communications Specialist

Runnymede Healthcare Centre, 2015-present

- Lead editor on both The Reporter, Runnymede's external quarterly print and electronic newsletter, and The Pulse, a bi-monthly internal e-newsletter. Includes collaborating with hospital departments to promote new developments and managing contributors to meet deadlines and standards of the publications.
- Communications planning for the hospital, including internal and external events, publications, social media and collaboration on issues management plans.
- Re-vamped social media accounts (Facebook, Twitter, LinkedIn); increased average number of followers by 20% and engagement by 15%
- Diverse writing projects including speeches and speaking notes, internal memos, presentations, press releases, web content, donor correspondence, messages from the CEO.
- Coordinated events for internal and external audiences including staff awards, Black History Month celebrations, all-staff meetings and the launch of the 2016 four-year strategic plan.
- Working with media including CBC Radio, trade publications such as Hospital News and neighbourhood weeklies to promote events and innovative projects at the hospital.



PROFICIENCIES

- Adobe InDesign CS6
- Adobe Photoshop CS6
- Basic HTML
- Buffer
- Destiny One (CRM tool)
- Excel
- Hootsuite
- Joomla
- MailChimp
- Microsoft Word
- PowerPoint
- Survey Monkey
- TweetDeck
- Wordpress

PROFESSIONAL AFFILIATION

Communications & Marketing Chair

Community One Foundation
Board of Directors
2014 – present

This volunteer position includes creating and implementing a strategic communications plan, revamping social media accounts, increasing email communications, strengthening existing donor and volunteer relationships, increasing fundraising abilities and managing the redesign the Community One website.

MORE INFO + WRITING SAMPLES

ALISONTERPENNING.COM

EXPERIENCE, continued

Communications Coordinator

University of Toronto School of Continuing Studies, 2012-2015

- Primary content developer for the School, including content strategy and content production, ensuring consistency and alignment with brand, image, voice and standards of the University.
- Created engaging copy and promotional writing for the School's website as well as print media including advertorial, press releases and writing for University of Toronto News.
- Strategic and tactical lead on social media; developed a social media strategy that delivered on School objectives; identified opportunities to use social media to assist in marketing the School's courses, to build brand, enhance general public awareness, and to strengthen the reputation and profile of the School.
- Managed student ambassadors to promote certificate in entrepreneurship; coached on material and ensures adherence to brand standards.

Marketing and Events Manager

Good For Her, 2007-2011

- Coordinated events including project management, marketing, publicity, promotion, sponsorship, staffing, volunteer coordination and venue management.
- Developed communication and marketing plans for overall operations and special events. These plans diversified communication methods to include a larger focus on social media, blogging, community involvement, outreach and tracking engagement.
- Composed communications for both internal and external use including memos, e-newsletters for over 6000 subscribers, blog entries, press releases, event sponsorship solicitation, posters and workshop schedules and other print materials.
- Worked with journalists and bloggers to promote the store, products and events, answering an average of 10 media requests per month.
- Maintained store website, including overseeing two website re-designs, writing content and product descriptions, tracking analytics, and liaising with website developers.
- Worked closely with graphic designers for print and web advertising campaigns.
- Managed a staff of 6-8 people as well as workshop facilitators and volunteers.