

Kristine Simpson



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resume online:

Re.vu/kristinesimpson

A bilingual public relations and communications practitioner eager to accept the most difficult of assignments. An adaptable and quick learner with a focus on implementing quality and creativity in every project. Has a love for social media, digital communications and podcasting.

Skills

Social media scans and analysis

- Manages Industry Canada account at Thornley Fallis, performs weekly social media monitoring reports that highlights key themes, influencers, geographical location and reach. At the end of each quarter compiles social media report analyzing key themes and key influencers and stakeholders.
- Performed social media scans for a variety of clients at Thornley Fallis, including: United Association, DRI CANADA, Canadian Internet Registry Authority, and more.
- Performed a social media scan to find the best practices among post-secondary institutions on the use of Twitter, LinkedIn and Facebook to support the post-secondary institution's business goals.

Project Management

- Manages two accounts at Thornley Fallis, Ford of Canada – predominantly media relations, blogger relations and event planning; and Industry Canada – social media monitoring and analysis.
- Manages a team of four volunteers on the Jobline portfolio of IABC Ottawa, job board for Ottawa communication professionals, team posts jobs, and organizes events for students and professionals on the process of finding the right job/candidate.
- Manages relationship building, media coverage and outreach, online presence and community/charity events to get Kevin Frost, a deaf-blind speed-skater, close to his goal of going to the Paralympics.

Content management and content curation

- Maintains a personal blog (kristinesimpson.com) using Wordpress, a content management system.
- Contributes to the Thornley Fallis corporate blog (thornleyfallis.ca).
- Manages editorial calendar and contributes to Kevin Frost's website (kevinfrost.wordpress.com)
- Creator of the Algonquin PR 2009 class website (algonquinpr2009.wordpress.com). Updated site with local events of interest to public relations students, homework assignments, and fun links to articles about communications and public relations. Voted as the best resource for homework assignments, trumping blackboard (the school's online resource).

Event planning and management

- Plan community events to highlight Ford of Canada's community involvement, including, organizing a spokesperson, location and ensuring media coverage at the event. Including the most successful campaign, a community event in Kingston, ON, hosted by James Braden Ford and Taylor Hall. The event raised over \$22,000 for a local charity and garnished media attention, both traditional and new, from all major outlets in Kingston.

- Manages a team of event planners and marketers to create and plan events aimed to raise the profile of Kevin Frost, deaf-blind speed skater as well as to raise money for Frost's local and international charity initiatives.
- Organizes Third Tuesday Ottawa meet ups, an Ottawa based social media meet up that brings social media professionals and enthusiasts together to listen to the great minds in the social media world.

Media relations

- Part of a team in that executes a variety of communications, media relations and creative projects for Ford of Canada. Assists with gaining prominent media coverage in media publications across Eastern Ontario.
- Assist with national media relations for clients such as Waste Management, Pfizer, Allstate and the Commissionaires. Successfully, gained media coverage in prominent media outlets including the Ottawa Citizen, Globe and Mail, CBC, Le Droit, Radio Canada and more.
- Manages media coverage and outreach for Kevin Frost, a deaf-blind speed-skater. Successfully gained coverage in local, national and international outlets, such as the BBC.

Writing

- Awarded an IABC Excel Award of Merit for a news release written about an Ottawa deaf-blind speed skater.
- Writing is key part of my role at Thornley Fallis Communications, clients include Ford Canada, Waste Management, Industry Canada, and more.

Bilingual

- Main point of contact for French media at Thornley Fallis Communication's Ottawa office.
- Successfully gained coverage among popular French media outlets for clients such as Ottawa Senators, Ford of Canada, Tree Canada, Allstate, Commissionaires and more.
- Gave tours of the Parliament buildings in both French and English.

Podcasting

- Producer of Inside PR, a weekly look at social media and public relations and where it all meets and intersects.
- Host and producer of Young PR Pros, a podcast for generation Y, young professionals and the young at heart on tips and advice on how to build and advance their career.

Experience

Account Coordinator, Thornley Fallis Communications Jan 2011 - present	Ottawa, ON
Research assistant, Algonquin College Sept 2010 – December 2010	Ottawa, ON
Tour Guide, Library of Parliament May 2009 – December 2010	Ottawa, ON
Information agent, Gatineau Park May 2010 – Aug 2010	Gatineau, QC

Volunteer

Jobline Director, International Association for Business Communicators **2009 – present**
 Publicist, Kevin Frost, deaf-blind speed-skate **2010 – present**
 Advisor to the VP Communications, Queen's University Alumni – Ottawa Chapter **May 2011 – present**
 Organizer, Third Tuesday Ottawa meet ups **2011 – present**

Education

Algonquin College 2009 – 2011	Public Relations diploma
Queen's University 2005 – 2009	Bachelor of Arts Honours in language and linguistics