

# Résumé

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## Profile

A communicator, educator, researcher, student and community leader, with particular skills in:

- editing periodical publications
- creative communications
- teaching writing and analytic skills
- writing on a variety of topics in an interesting and informative style
- managing a team of communications professionals
- media, public and government relations
- web design, strategizing and implementation
- brand management
- community organization and leadership
- devising and directing university recruitment campaigns
- devising and implementing solutions to specific communications problems
- planning, budgeting and coordinating large-scale projects
- strategic use of Web 2.0 technologies, including Twitter, Facebook and Youtube

Specific accomplishments include:

- coordinating communications for the opening of Simon Fraser University's new Surrey campus, including signage and website
- planning and implementing signage, website and visual identity (branding) for the new Surrey campus
- creating and implementing an electronic-based internal communications strategy for SFU Surrey faculty, staff and students
- planning and implementing the launch of a new website for the Technical University of British Columbia
- directing the implementation and brand enforcement of the new graphic identity for the University of Western Ontario
- directing the revamping and updating of the University of Western Ontario website
- developing, planning and implementing the University of Western Ontario's successful student recruitment campaigns in 1997, 1998 and 1999
- forming and leading a new publications division within the Department of Communications and Public Affairs at the University of Western Ontario
- leading the reorganization of the Mole Hill Community Housing Society
- initiating and implementing web presences for several Vancouver-based community groups
- helping raise homelessness awareness through development and publicizing for a homelessness videogame

# Career History

TEACHING ASSISTANT, **IAT309W Writing for Design Media and Informatics** *Fall 2010, Winter 2011, Summer 2011*

Assist the course instructor with marking and instructing a third-year writing course in the School of Interactive Arts and Technology at Simon Fraser University.

COLUMNIST, **Vancouver Observer, iPad in Canada** *2009 -*

Write the "Megabytes" column for the online publication, Vancouver Observer ([www.vancouverobserver.com](http://www.vancouverobserver.com)), covering the latest trends in technology and their implications, especially for people in Vancouver. I also write a weekly column for the iPad in Canada blog ([www.ipadincanada.ca](http://www.ipadincanada.ca)).

COMMUNICATIONS MANAGER, SURREY CAMPUS, **Simon Fraser University** *2002 - 2010*

Responsible for communications and media relations for SFU's Surrey campus. Provided both internal and external communications services, including news releases, advertising & publicity, community and government relations, and internet-based communications. Provided advice to the Surrey Campus Director, Director of the School of Interactive Arts and Technology and the Director of Media and Public Relations on communications strategy for SFU Surrey. Developed and implemented Web 2.0 communications strategies for the Surrey campus.

MANAGER, MARKETING & COMMUNICATIONS, **Technical University of BC** *2001- 2002*

Responsible for formulating and executing a branding and imaging strategy. Specifically, helped develop and implement a strategic marketing plan, involving media relations, public events such as open houses, the internet and advertising.

ASSOCIATE DIRECTOR (PUBLICATIONS), **The University of Western Ontario** *1999 - 2001*

Led a team of professionals in the production of communications materials for the University of Western Ontario; including student recruitment publications, university website, academic calendars, alumni publications, web communications, fund-raising campaign communication materials, newsletters, brochures, and other print and non-traditional publications. Edited the Western Alumni Gazette. Generated new university communications business for the publications unit. Oversaw the implementation and standards of the University's corporate identity.

COMMUNICATIONS SPECIALIST, **The University of Western Ontario** *1997-1999*

Managed the undergraduate student recruitment campaign for the University of Western Ontario. Produced non-serial publications for the University, including brochures, posters and calendars.

COMMUNICATIONS OFFICER, Ontario College of Family Physicians *1997*

Fulfilled all communications functions for a non-profit association; including public relations, media liaison, newsletter editing, brochure and poster design and production, web site design and maintenance, official correspondence and public relations advice to the Executive Director.

**PUBLIC AFFAIRS SPECIALIST, Workplace Health and Safety Agency** **1991 - 1997**  
Edited a 32-page quarterly magazine; supervised production of other publications, including newsletters, brochures, information sheets and posters; desktop publishing; liaised with media, government and public; wrote speeches for senior leaders of the organization, designed and maintained a World Wide Web site; coordinated production of multimedia cd-rom archives.

**PUBLIC RELATIONS OFFICER, York University** **1987 - 1991**  
Produced and coordinated university calendars, brochures and newsletters; liaised with media, provided public relations advice and services to individual university faculties and schools; wrote news stories for internal publications.

**PUBLICATIONS EDITOR, University of British Columbia** **1986 - 1987**  
Developed and implemented a publicity campaign to introduce students to TeleReg, a new automated registration system; specifically developed and budgeted plan and wrote and prepared publicity and information materials.

**ACTING DIRECTOR OF COMMUNICATIONS, UBC Alumni Association** **1986**  
Developed and implemented the communications policy for a 100,000-member non-profit association and edited and supervised the production of a quarterly glossy magazine.

## Education

- PhD in Interactive Arts and Technology, Simon Fraser University (in progress)
- MSc in Interactive Arts and Technology, Simon Fraser University, 2008
- MBA-level courses in Finance, Managerial Accounting and Organization, Heriot-Watt University, 2000-2001
- Masters economics & mathematics courses, University of British Columbia, 1983
- One-year honours journalism program, Carleton University, 1980
- Bachelor of Arts (With Distinction), Carleton University, 1979

## Professional Development

- Instructional Skills Workshop, Simon Fraser University (2011)
- The Art of Presentations Workshop, Simon Fraser University (2011)
- Teaching Assistant workshops, Simon Fraser University (2010)
- Management and marketing courses, Schulich School of Business (York University, 1994), the Centre for Continuing Studies (University of Western Ontario, 1998) and Council for Advancement and Support of Education (1991)
- Web design and strategy courses, SFU Writing and Publishing Program (2001)
- Writing, design and editing courses sponsored, Canadian Association of Labour Media (1991) and the Canadian Periodical Publishers Association (1992)
- Desktop publishing, Pagemaker, PhotoShop, QuarkXPress and Macromedia Director courses sponsored by Desktop Publishing Associates (1991)
- Courses on multimedia development and appraisal through Ryerson Polytechnic University (1994)

# Academic Papers

## Books

- Under the Influence? Measuring the Effectiveness of a Persuasive Videogame, 2010. Berlin: Lambert Academic Publishing.

## Thesis

- Homeless: It's No Game — Measuring the Effectiveness of a Persuasive Videogame (August 2008). Burnaby: Simon Fraser University

## Journal Articles

- "Games Just Want to Have Fun", Loading... , Vol. 1, No. 1 (2007)
- "Video Games as Change Agents: The Case of Homeless: It's No Game", McMaster Journal of Communication, Vol. 7, No. 1 (2011)

## Conference Proceedings

- Games Just Wanna Have Fun, Canadian Game Studies Association, York University, Toronto, September 21, 2006
- Homeless: It's No Game — Measuring the Effectiveness of Social Advocacy Videogames, (poster presentation), Persuasion 2007, Stanford University, Palo Alto, April 26-27, 2007
- Homeless: It's No Game: Measuring the Effectiveness of a Persuasive Videogame, European Games Based Learning Conference, Barcelona, October 17, 2008

## Other

- Homeless: It's No Game — Evaluating the Effectiveness of Persuasive Videogames, presented to the SFU SIAT Research Colloquium, March 17, 2010

# Other Relevant Information

## Work-Related Skills

- Editing, proofreading, news, feature and copy writing
- Project management
- Communications and public speaking
- Marketing skills
- World Wide Web design, programming and implementation, including skills in Drupal and WordPress mySQL, PHP, Javascript, CSS, HTML and other Web 2.0 skills

## Community Experience

- Designer and publisher of Homeless: It's No Game, videogame, 2007
- Chair, Board of Directors, Mole Hill Community Housing Society, 2007 – 2009
- Secretary, Board of Directors, Mole Hill Community Housing Society, 2003 – 2007
- Treasurer, Davie Street Community Police Association, 2003–2004
- Member, Board of Directors, West End Residents Association, 2002 – 2007
- Founder, Mole Hill Community Garden, 2001–2002
- Member, London Health Sciences Centre Communications Committee, 2000 – 2001
- Associate Chair, 2001 London Alliance Canada Games Organizing Committee
- Newsletter editor and webmaster for Canadian Science Writers' Association
- Web design and implementation for various non-profit organizations, including the Community Research Initiative of Toronto, the Canadian Community Investment Group and the Young Worker Awareness initiative, West End Residents Association, Still Moon Arts Society, Mountain Rain Zen Community
- Public relations for various volunteer organizations, including the Community Hospice Association of Ontario and other community groups
- Co-author of Canadian Guide to Non-Sexist Writing and Member of York University Advisory Committee on the Status of Women

## Awards

- Winner, Best Videogame in Vancouver, Georgia Straight, 2006
- Gold Medal, Best Idea on a Shoestring (for online image bank), CCAE, 2000
- Silver Medal, Best Student Recruitment Viewbook, CCAE, 2000
- Award of Excellence, Marketing Campaigns (for Student Recruitment Campaign), IABC, 2000
- Silver Prize, Best Magazine (MiY Magazine), London Ad & Sales Awards, 2000
- Silver Medal, Best Student Recruitment Campaign, CCAE, 1999
- Silver Medal, Best Poster, CCAE, 1999
- Gold Medal, Best Student Recruitment Viewbook, CCAE, 1998
- Gold Medal, Best Video, CCAE, 1998
- Bronze Award, Best Poster, Ontario Government Communicators' Forum, 1996
- Silver Award, Best Publication, Ontario Government Communicators' Forum, 1995
- Award for Excellence in Educational Reporting, Alberta Teachers Federation, 1980

## Professional Affiliations

- Canadian Council for the Advancement of Education
- Council for the Advancement and Support of Education
- Canadian Science Writers' Association
- International Association of Business Communicators