

JULIE HARRISON

Communications Barista

PO Box 653, Manotick

Ontario K4M 1A6

CONTACT: 613-882-5549

EMAIL: julie.communicate@gmail.com

PROFESSIONAL SKILLS

Results-oriented strategy development: Develops clear, results-oriented communications strategies to meet senior leadership objectives that include lead generation, employee engagement, change management, public awareness, and sales and revenue growth.

Targeted communications: Translates technical material into market-facing messaging that targets the specific needs of customers, prospects, employees, stakeholders and/or media. Copy is tailored to best meet the medium: annual reports, investor relations collateral, e-newsletters, print marcomm materials, websites, intranets, industry magazines, direct mail, news releases and events.

Compelling presentation: Professionally trained presenter and group facilitator for audiences of all corporate levels including executive and Board-level. Experience also includes delivering curriculum to post-secondary students on qualitative and quantitative research techniques for the advertising industry.

Complex project management: Creates and leads cross-functional project teams by recruiting the right outside and inside technical and creative resources, and coaching each member effectively for maximum success.

CURRENT EMPLOYMENT

Caffeine Communications (2005–present)

Principal

Full-service communications consultancy that provides senior business leadership with strategic advice and project planning to achieve their marketing and communications objectives.

Services include the creation and successful execution of:

- Parliamentary and executive speeches
- Print brochures, advertisements, posters, direct mail, and advertorials
- Websites, e-newsletters, landing pages, and emails
- Annual reports, investor relations kits, and employee tool kits
- News Releases, case studies, white papers, and product sheets

PERSONAL ATTRIBUTES

Innovative:

“Julie Harrison’s communications work is extraordinary and fresh. She has an ability to develop solutions that are both innovative and practical and she has earned a reputation of being the “go-to” person when you are looking for all aspects of internal and external communications.”

—Jayne Watson, Director of Communications, The National Arts Centre

Highly Motivated:

“Julie consistently proves herself to be marketing and design savvy, perceptive and professional. I particularly appreciate her enthusiasm and ability to work at lightening speed.”

—Elaine Nadeau, President, AN Design Communications

JULIE HARRISON

EMPLOYMENT HISTORY

Caffeine Communications (2005–present)

www.caffeinecommunications.ca

Corporate Communications Consultant

Julie Harrison (2005–present)

www.julieharrison.ca

Freelance Writer

Algonquin College (2005)

www.algonquincollege.com/MediaAndDesign/

Part-time Professor, School of Media and Design

Export Development Canada (1998–2005)

www.edc.ca

Organizational Development Advisor, Change Management (2004–2005)

Senior Communications Advisor, Communication Services (2000–2004)

Communications Advisor, Corporate Communications (October 1998–2000)

Ryan/Smith Design Associates (1997–1998)

www.ryansmith.com

Account Executive for marketing and advertising campaigns

Aubut & Nadeau Communication Services (1995–1997)

www.an-design.ca

Acting General Manager on behalf of President (May–December 1996)

Account Executive (October 1995–June 1997)

Proofreader (August–October 1995)

Algonquin College (1995)

www.algonquinc.on.ca

Marketing/Production Assistant, Dept of Continuing Ed.

EDUCATION & TRAINING

Master of Arts, English, Carleton University, Ontario

Bachelor of Arts, English, Bishop's University, Quebec

LANGUAGES

Fluent English, conversational French

PERSONAL ATTRIBUTES

Proactive:

"Julie Harrison is an incredible asset to any team. Her writing, editing and proofreading skills are excellent. She is extremely thorough, proactive and conscientious."

—Carol Fragiskos,
Senior Partner, Insight
Communications

Detail-oriented:

"I can count on Julie to take a project and run with it. From research and strategy development, to writing and final production—she manages all the details and I trust her to bring me into the loop at key decision points."

—Tanis Trotman, National
Director Human Resources,
Canadian Red Cross Society