

JON WARD
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EDUCATION

Bachelor of Journalism (honours), Carleton University

- ❖ Minor in economics, specialization in online and digital media
- ❖ Graduated with high honours
- ❖ Researched and wrote extensively on technology, government, business and the city
- ❖ Acquired strong communication, public relations and organizational skills
- ❖ Specialized in online journalism, digital media, web design and social media

RELEVANT WORK SKILLS

- ❖ Excellent planning, web development and project management abilities
- ❖ Great at meeting deadlines and working under pressure
- ❖ Fluently bilingual (English and French), written, reading and oral
- ❖ Proficient with computers (MS Office, Windows and Mac, graphic design, Photoshop, HTML, CSS, PHP, IAs, Java, SLQ and content management software)
- ❖ Significant knowledge of the GoC, local/national media and Ottawa issues in general
- ❖ Reliable, creative, friendly and outgoing

WORK EXPERIENCE

November 2011 – present

Media Relations Officer, National Research Council of Canada

- ❖ Performs all aspects of media relations for Canada's premier scientific R&D institution, with 4000 employees spread across the country
- ❖ Actively pitches stories to local and national media, blogs, trade journals and other relevant publications
- ❖ Responds to media inquiries and requests for interviews
- ❖ Engages with the broader R&D community via NRC's official Twitter, Youtube and Facebook platforms
- ❖ Performs crisis and issues management on everything from accidents in laboratories, to layoffs, to NRC legal cases, to negative media coverage
- ❖ Coordinates large-scale events involving NRC's President and various MPs and Ministers, often with Industry Canada and other government departments
- ❖ Oversees media monitoring for the entire organization

April 2009 – November 2011

Communications, National Research Council of Canada

- ❖ Managed all the marketing and communications activities of a 120-person institute that deals with clean energy research
- ❖ Led a development team that revamped the institute's intranet using Drupal, an open-source CMS written in PHP
- ❖ Was part of a development team that completely rebuilt NRC's website, overseeing the entire project (design, development, execution, measurement)

- ❖ Managed the institute's external communications through national programs, trade shows, conferences and maintenance of the website
- ❖ Sat on the institute's senior management team and provided all website, marketing and communications-related advice
- ❖ Prepared communications materials and products such as displays, posters, fact sheets, speeches, presentations, brochures and reports

April 2008 – February 2009

Conference Manager, Informa Australia

- ❖ While on a work visa in Australia, organized and developed large-scale commercial conferences at Informa's Sydney office
- ❖ Researched the intellectual material for the conferences within Informa's IT and digital media division
- ❖ Secured high-level expert speakers from fields related to each conference
- ❖ Researched, wrote and developed conference programs and worked with designers to create conference brochures

2006 – 2008

Communications Officer, Pearson Peacekeeping Centre (PPC)

- ❖ Worked under the communications director in publicizing and promoting the activities of the PPC, an international NGO based in Ottawa
- ❖ Performed a complete overhaul of the organization's website as part of a three-person team (www.peaceoperations.org)
- ❖ Utilized Google Analytics to monitor website traffic for strategic marketing and placement of communications products
- ❖ Wrote speeches and conducted media training for senior management
- ❖ Wrote dozens of press releases and briefings covering all aspects of the PPC's work
- ❖ Helped write and edit annual reports and other public documents
- ❖ Helped conceptualize and launch a video project, where two international documentaries were created for educational and promotional purposes
- ❖ As part of the above project, traveled to Liberia (Africa) to film, write and produce a documentary on the UN mission there

2005 - 2006

News Editor and Reporter, Centretown News

- ❖ Reported for and edited this bi-weekly newspaper that covers all aspects of Ottawa's 'Centretown' community
- ❖ Became proficient with media monitoring and desktop publishing software such as Quark XPress and Adobe InDesign
- ❖ As a reporter and later as an editor, learned all about the National Capital Region

QUALIFICATIONS AND ACCOMPLISHMENTS

- ❖ Gr. 8 certificates in cello and piano from the Royal Conservatory of Music
- ❖ Successfully completed 5 full marathons
- ❖ Captain, Carleton University Varsity Rowing Team
- ❖ Advanced First Aid and CPR

REFERENCES

Charles Drouin, Chief, Media Relations

National Research Council

613.990.1572

Kevin Jonasson, Director of Research

National Research Council

613.993.6570

Nellie Kim, Associate Creative Director/Art Director

John St. Advertising

<http://www.johnst.com/#/whoweare/nellie-kim>

416.799.7601

Anthony Atkinson, Copywriter

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Omid Amidi, Copywriter

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