**KIMBERLY LOCHHEAD**

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**OBJECTIVE**

To gain employment as Alumni and Donor Relations Officer (Events) at Carleton University. There, I could employ my journalism background, marketing, project management and events experience to support to the mandate of Carleton University and its University Advancement group.

**EDUCATION**

## **Bachelor of Journalism, Carleton University** *2003-2007*

* Graduated with high honours
* Double majored in history; specialized in magazine, online and newspaper reporting
* Developed strong writing, interviewing, networking, editing, organizational and communications skills

**RELEVANT WORK SKILLS**

* Journalist and marketing professional with excellent communication abilities
* Excellent knowledge of Carleton University’s mandate, culture and objectives
* Significant experience coordinating events in Ottawa, including liaison with guests, venues, caterers, suppliers, etc.
* Highly skilled and creative at communicating in a variety of media including magazines, mail-outs, emails, social media platforms and websites
* Sharp editing, proofreading and fact-checking skills
* Extensive experience meeting tight deadlines and producing quality communications projects with excellent attention to detail
* Strong managerial, time coordination and organizational skills
* Experience scheduling a variety of editorial and production tasks and tracking projects and clients in databases
* Excellent network of Ottawa contacts including city councilors, federal politicians, business leaders, community organizations and NGOs
* High comfort level interviewing and communicating with VIPs such as CEOs, MPs and academic leaders
* Proficient in various software programs including MS Outlook, MS Word, MS Excel, MS PowerPoint, Adobe Illustrator, InDesign, Photoshop and Word Press
* Flexible working hours, including evenings and weekends
* Reliable, punctual, self-motivated, flexible, outgoing and a quick learner

**WORK EXPERIENCE**

**Freelance Journalist**

*February 2013 to Present*

* Feature writer for Ottawa Life Magazine: currently writing an extensive travel piece on a recent trip to Glasgow
* Feature writer for Air Canada’s enRoute Magazine: recently published a feature story about Sydney, Australia
* Feature writer for EF Magazine: currently publishing an ongoing sustainable fashion series
* Production Assistant for Daytime Ottawa and Talk Ottawa at Rogers TV

**Writer/Editor and Project Manager, Ascribe Marketing Communications Inc.**

*August 2011 to February 2013*

* Wrote and edited a variety of communications products including articles, press releases, key messages, annual reports, integrated marketing campaigns and web/multimedia scripts for high-profile private and public sector clients
* Coordinated a variety of client events including conferences, regional consultations, marketing campaign launches
* For these events, secured high-profile speakers, coordinated logistics, performed marketing activities and liaised with speakers and participants
* Performed event wrap-up duties including tear-down, final report writing, follow-up with participants and evaluation of success (through surveys, emails, etc.)
* Developed and led social media strategies, increasing brand awareness, client interactions and site visitors across multiple platforms
* Wrote and edited a variety of academic and technical documents on topics such as: databases, fibre optics, data centres, the cloud, network security, business transformation, strategic visions, sustainable development practices and renewable energy
* Conducted research, provided content support and oversaw client liaison with public sector clients such as: the Social Sciences and Humanities Research Council, the Canadian Nuclear Safety Commission, the Canada School of Public Service, the Department of Foreign Affairs, Transport Canada, Passport Canada and the Royal Canadian Mint
* As Project Manager, supported daily operations, projects and workflows of the agency
* Oversaw the planning, execution and progress of multiple projects within tight timelines, while tracking project details in a variety of databases
* Organized meetings and project briefings with writers, senior management, outside clients and stakeholders
* Provided quality assurance to clients, reviewing documents for accuracy and clarity as well as conducting fact checking
* Conducted interviews with executives including CEOs and CFOs, as well as other content experts to develop marketing and web material

**Director of Operations and Associate Editor, Ottawa Life Magazine**  
*April 2010 to August 2011*

* Managed daily logistical and editorial operations of one of Ottawa’s highest profile and most prestigious magazines
* Coordinated launch events for each issue, attracting those profiled in the issue, advertising clients, Ottawa dignitaries, industry professionals and the general public
* Oversaw the entire editorial staff (layout editor, photo editor, politics editor, features editor, arts editor, fashion editor, food editor, travel editor) as well as a team of freelancers and columnists in a collaborative team environment
* Planned and scheduled editorial and production tasks; Created editorial and production calendars and databases to communicate deadlines to writers, editors, publishers, advertising clients and the printer
* Uploaded content to publication’s website and maintained a strong social media presence on Facebook and Twitter by developing and leading a team-orientated campaign to increase readership and attract advertising clients
* Proofread and edited all stories in each issue for clarity, accuracy and uniformity
* Collaborated with clients to create promotional ad content, solidifying strong working relationships through annual and multi-year contracts
* Coordinated photo shoots for editorial spreads and front covers
* Wrote extensive front cover stories on a range of topics using heavily researched Internet sources including both federal and municipal politics, Ottawa fashion designers, Ottawa restaurants and the Ottawa arts scene
* Worked closely with several academic clients, both on advertising contracts and for research/interviews for feature articles

**Reporter/Photographer, The EMC Newspaper**   
*March 2008 to April 2010*

* General assignment reporter and photographer for the Nepean/Barrhaven edition
* Assisted with layout design and supervised the peer review process for each issue
* Covered a range of topics, including the academic community, politics, education, health, arts and the environment
* Interviewed and liaised with a number of Ottawa newsmakers and VIPs
* Edited copy for errors in grammar, punctuation, and spelling
* Published content to the website using The EMC’s content management system

**Telecounselor, Carleton University Undergraduate Recruitment Office**   
*2006 to 2007*

* While still a fourth-year undergrad student, assisted younger students with their application process
* Communicated Carleton’s strengths, culture and appeal, helping market the university to prospective students
* Proofread and edited applications to ensure accuracy and clarity to improve student chances of acceptance
* Provided guidance in selecting courses that aligned with students’ degree requirements

**INTERNSHIP/VOLUNTEER EXPERIENCE**

**Rwanda Initiative (through Carleton University Journalism)**   
*September 2007*

* Traveled to Kigali, Rwanda for a prestigious one-month journalism internship program
* Performed copy editing and assignment reporting duties for the business desk at Rwanda’s English newspaper, The New Times in Kigali

**Global National Television, Ottawa**   
*Summer 2006*

* Was successful in securing one of the most prestigious and challenging Carleton Journalism internships at Global’s flagship newscast
* Shadowed and assisted reporters with stories by gathering clips, selecting those for editing and developing story ideas

**QUALIFICATIONS AND ACCOMPLISHMENTS**

* President, Carleton University Journalism Society, 2006-2007
* Professional Management Consultants’ Workload and Time Management Course
* Ontario Volunteer Service Award for Active Citizenship

**REFERENCES**

Joel Ward, President

Red Deer College, Alberta

Stenley Philippe, Telecounselling Supervisor and Page Liaison

Carleton University Recruitment Office

Dan Donovan, Publisher

Ottawa Life Magazine

Mark Hayes, Marketing Manager

Shopify, Toronto