

SHANNON SUTHERLAND

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CAREER SUMMARY

Well-rounded senior level journalist and communications professional

- I spent 20+ years with PostMedia and the Calgary Herald and worked with every communications channel—print, digital, film, radio, television. I've worked as both a journalist and as a marketer/communications professional with corporations, government agencies and NGOs.

Content experience in all mediums

- I have experience in print journalism, photojournalism, film production and videography.

Extensive experience in public speaking, teaching and leading workshops

- I spent years providing instruction to newcomers to Canada as well as adult learners of all types. I have travelled across Canada speaking on human rights issues and sharing professional expertise through workshops and seminars.

Diversity, equity and inclusion (DEI) specialist

- As a Métis woman, and a former case worker and programming manager for new Canadians and at-risk women, I have a great interest in collaborating to advance DEI efforts.

Areas of expertise

- Journalism
- Content creation (traditional and digital)
- Teaching
- Media and government relations
- Advocacy
- Public speaking/speech writing
- Research and interviewing
- Stakeholder, investor, community and Indigenous relations
- Project management
- Fundraising and special event management
- Cultural awareness and sensitivity

Technical Skills

- Technical skills as a photographer and videographer
- Experience with several different CMS platforms including WordPress as well as Adobe products, SharePoint, PowerPoint and Excel
- Digital marketing expertise including with Google ads and analytics, SEO, and social media managements platforms including Hootsuite and Loomly

Employment History

About Staffing and **JOBSHIFT.COM**, March 2021 to present, Director of Growth Strategies and Partnerships
Responsible for all corporate marketing and partnership development functions including annual integrated marketing plans, budgeting, brand management including brand visibility and reputation, media relations, campaign development, social media strategy, website design, content development and storytelling, advertising (PPC), digital analytics, SEM including SEO, email marketing, business development, experimentation (A/B testing), press release conception, and book marketing.

Calgary Herald, Edmonton Journal and **PostMedia**, May 1997 to present, writer, editor and columnist
I contributed between 30 and 75 stories each year with a focus on research-driven reports on business, energy, economic development, tourism, health and education. I wrote a regular humour column (Calgary Herald) and business column (National Post) for several years. I was responsible for annual reports on entrepreneurship, education and workplace trends and tourism. I worked closely with about a dozen different editors across the country, but primarily in Calgary, Toronto, Edmonton, Ottawa and Vancouver.

RedPoint Media Group Inc., April 2014 to present

I take on freelance projects with **RedPoint Media** as a copywriter contributing to publications such as the **Building Owners and Managers Association** guide and **Saskatchewan Polytechnic** magazine.

Independent communications consultant and project manager, September 1997 to present

Over the years I have undertaken large-scale, long- and short-term projects with organizations such as **The National Gallery of Canada, McMaster University, the Association of Fundraising Professionals, Alberta Economic Development, Calgary Economic Development, Calgary Airport Authority, the Association of Professional Engineers and Geoscientists of Alberta** and many others. I helped develop multi-channel marketing campaigns and strategies, generated content, supervised production and liaised with clients and stakeholders.

Independent contractor and freelancer, September 1997 to present

I have been engaged as a contractor, often with multi-year contracts, with employers such as **Syncrude Canada, the Oil Sands Developers Group, Chevron Canada, Enbridge, Cenovus, the Canadian Energy Pipeline Association** and **Trades Alberta**. Typically, my role was as a communications consultant providing marketing recommendations and overseeing the execution of the projects.

- Community relations and case management with NGOs such as the **New Canadian Friendship Centre** (primarily supporting immigrant women), **Seniors Secret Service** (assisting isolated seniors), **Samaritan's Purse** emergency response and community development (both nationally and internationally), and organizations that assist women in Calgary engaged in sex work who are seeking to rebuild their lives and careers.

- **Venture Publishing** January 2002 to June 2015, freelance writer and columnist

I contributed dozens of feature and cover stories to **Venture Publishing** and did two year-long stints as a columnist focusing on women in leadership and innovation in small business.

- **National Post** and **Financial Post**, September 1998 to 2010, writer and columnist

I was a telecommunications and technology columnist, transportation industry reporter and opinion writer for the **Financial Post** before it became the **National Post**.

Education

2012 International Community Development Certificate, Mount Royal University
1997 Journalism Arts diploma (Two-year), Southern Alberta Institute of Technology
1993/94 General Studies, University of Saskatchewan
1992/93 General Studies, Okanagan University College

Volunteerism

New Canadian Friendship Centre, volunteer English teacher
International Cooking Club and Network, founder and president
The Olive Tree, soup kitchen supervisor

Memberships and Professional Development

- Professional member of the **International Association of Business Communicators**
- Professional member of the **Calgary Marketing Association**,
- Member of the **Aboriginal Business Professionals Network**
- Member of the **Métis Nation of Alberta**

I recently completed **Diversity, Equity and Inclusion certifications** with the **ESSEC School of Business** and the **University of North Texas**. I'm also a regular attendee at events supporting women in business (Indigenous women in particular.)

Writing Samples

Can be found [here](#) or please visit my portfolio site at www.shannonlorrainesutherland.com