

# Shannon Sutherland

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## CAREER SUMMARY

### Well-rounded senior level communications professional

- Have worked with every communications channel (print, digital, film, radio, television) and understand all sides of the industry having worked as both a journalist and as a marketer with business, government agencies and NGOs. I have been the audience, and I have been the advocate

### Public relations proficiencies

- Experience in brand management, media relations, re-branding, stakeholder and community engagement, Indigenous relations, government relations and crisis communications

### Extensive experience with team building and leadership

- I have been charged with directing, inspiring, and motivating incredibly diverse teams including a group of oil company executives from competing oil and gas companies, as well as culturally diverse teams of community builders working to resettle middle eastern refugees

### Areas of expertise

- Generating creative ideas and developing plans to execute communications strategies
- Content creation (digital and otherwise)
- Marketing campaign coordination
- 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

### 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
- Enrolled in a digital marketing certificate program at the University of Calgary as well as Coursera programs to expand my expertise in content creation and SEO

Professional member of the **International Association of Business Communicators** and **Calgary Marketing Association** currently engaged in the process to complete my certification as a Communication Management Professional

## Key Skills Discovered During My Professional Journey

- Strong skills as a communicator and marketer in both the print and digital realm and have built my career on engaging audiences, volunteers and both internal and external stakeholders
- Skilled in developing creative marketing strategies and content producing online content (website, social media, blogs), annual reports, e-blasts, speeches, media-ready copy, videos and short films
- In both the business world and in my role with NGOs, I have fostered and developed many successful, long-term professional relationships and partnerships with and between major media outlets, government agencies and both local and international NGOs and have been responsible for helping lead multi-million-dollar fundraising projects
- Extensive experience organizing events and campaigns for fundraising including stewarding donors, directing videos, public speaking, leading teams and conducting media interviews

## Employment History

- **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. In 1996, I became one of the first students from a two-year post-secondary program to be granted an internship in decades. I was also one of the first workers to telecommute regularly and successfully did so for more than 20 years. 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.

- **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 development 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** and small businesses. I also took on ongoing freelance projects with companies and organizations such as **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.

- I spent several years working as a staff member in 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 in Asia), and **Next Step**, which is an organization that assists women in Calgary engaged in prostitution who are seeking to rebuild their lives and careers.

- **RedPoint Media Group Inc.**, April 2014 to August 2017

I took 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.

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

I contributed dozens of feature stories to **Venture Publishing**, and did two year-long stints as 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

2020 Digital Marketing certificate program (enrolled), University of Calgary  
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  
I also currently volunteer for several fair trade and anti-slavery organizations and sit on several committees at my children's school.

## Memberships and Professional Development

Professional member of the **International Association of Business Communicators** with plans to sit for the for Communications Management Professional certification exam this spring

Member of the **Calgary Marketing Association**

I recently participated in a 16-hour social media marketing and grant writing workshop, and I participated in a sustainable agriculture conference in the Philippines. I am enrolled in a Coursera program on SEO

## Writing Samples

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