

Gabrielle Harvey

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Core Competencies and Expertise

Highly self-motivated, strategic 'big picture' thinker, effective leader able to create high performance teams, innovative problem solver, able to adapt to changing priorities quickly, expertise in: social marketing, public engagement, writing for various audiences, project management, public relations, media relations, issues management, change leadership

Employment Experience

199x to present

Director of Strategic Planning and Community Relations

Canadian City Environmental Management Branch

Responsibilities include:

- Manage and lead the community relations section comprised of 25 employees
- Lead and coordinate annual and long-term strategic plans for the Canadian City's environmental management system
- Lead an issues management program – identify emerging issues, develop strategies, coach senior managers and act as spokesperson
- Develop and oversee public education, community relations and volunteer programs using the multiple functions and disciplines of community-based social marketing
- Establish and maintain positive relationships with key stakeholders including media, school systems, environmental organizations, private sector partners and other orders of government
- Develop school programs and resources to engage teachers and students in waste reduction learning
- Manage an annual budget of \$2.3 million and develop the long range and annual budget requirements of the section

Noteworthy achievements/awards:

- Provincial Award in 2004 for environmental education programs
- Gold award from North American Environmental Association for Project C recycling program, which achieved a 77% participation rate in its first year
- Developed and delivered workshops on community-based environmental planning in Asia for 4 weeks at the invitation of the Federation of Canadian Municipalities

- Achieved some of North America's highest municipal participation rates in recycling, composting, grasscycling and other sustainable waste practices
- Canadian New Media Award, for the creation of an interactive website and educational package about Canadian City's world renowned waste system

198x to 199x

Self-employed (sample projects)

- Managed a \$250,000 image library project for Provincial Tourism, including recruitment of photographers, liaison with tourism zones and overall project management over nine months
- Guest editor, regular contributor and marketing manager for provincial environment magazine
- Developed communications strategy and action plan to launch community-based policing in Canadian City
- Developed communications strategies, wrote speeches and media backgrounders for a Canadian Economic Diversification region
- Various writing contracts, including magazine feature writing, speeches for provincial government ministers, film scripts and media backgrounders
- Developed an award-winning multi-media family violence campaign for Provincial Justice
- Conducted publications audit and focus group interviews and developed communications strategy for a government agency
- Developed a multi-media social marketing program for the Canadian City's Environmental Management branch including sponsorship programs, media relations strategies, cross-promotions and advertising to entice citizens to reduce their waste
- Developed media relations strategies and advertising campaigns for the municipal chapter of a national environmental society and worldwide environmental publication

198x – 198x

Senior Projects Officer, Provincial Government Department

- Provincial Tourism: provided direction to advertising agencies and managed the production of all tourism literature and promotions for international and domestic markets
- Developed communications strategies for 'Company Travel' promotions, including multi-media advertising, direct mail, video production and trade show exhibits
- Coordinated the production and promotions for an interpretive pre-Olympics 60' exhibit trailer that toured the U.S. for 18 months
- Provincial Labour: counseled senior management and the minister on effective public relations strategies including issues management
- Established effective media relations during high profile labour disputes
- Provincial Manpower: provided direction to advertising agencies to coordinate multi-media campaigns for job creation programs and career development services
- Developed concepts and coordinated a wide variety of career planning publications and audio-visuals including two award-winning dramatic films

Education

201x – Enrolled in Athabasca University, Bachelor of Professional Arts program

198x – Management Development, Local University, 5 courses

198x – Diploma, Advertising and Public Relations, Local College

198x – 201x – a wide variety of leadership courses and conferences

Member of IABC

Additional Languages

Italian (basic)

Volunteer work/interests

Long-term volunteer with the a national environmental society, Local College Mountain Club, Canadian City Jazz Society; interests include competitive cross-country skiing, mountaineering, travel