

April 11, 2018

Frontier Duty Free Association  
116 Lisgar Street, Suite 402  
Ottawa, ON; K2P 0C2

To Whom It May Concern,

My name is Joel Baglole, and I am submitting my curriculum vitae for the Executive Management, Government & Public Relations position that is available at the Frontier Duty Free Association in Ottawa.

Currently, I am running my own communications and government relations consulting firm called [Capital Communications](#). In my current role, I provide strategic advice to senior executives in industries ranging from high-tech to healthcare, as well as finance and media. My work for clients involves corporate communications, media relations, marketing, stakeholder outreach, social media, internal communications, government relations, crisis communications and writing and editing documents ranging from news releases to annual reports.

Previously, I worked at the Canadian Foundation for Healthcare Improvement, a federal agency that develops innovative solutions to pressing healthcare problems and spreads those innovations to provincial and territorial jurisdictions. As a Senior Communications Advisor, I supported senior management with communications that promoted the foundation's work.

Prior to that, I worked at Hill & Knowlton Strategies, the world's largest communications consulting firm, and in the public affairs department at Canada Post. At Canada Post, I was the primary communications resource during collective bargaining with the Canadian Union of Postal Workers (CUPW) and was embedded with the labour relations team during contract negotiations and subsequent shutdown of the postal system.

While attaining increasingly more responsible roles throughout my career, I have been involved in political advocacy, speech writing, crisis communications, media relations and social media. This diversity of work has given me valuable exposure to the public affairs environment and insights into the federal government.

My experience in public affairs is complemented by nearly a decade spent as a journalist for leading publications such as The Wall Street Journal and The Toronto Star newspapers. As a staff reporter for The Wall Street Journal, I wrote articles from Iceland to Indonesia and in every Canadian province. Working as a journalist has given me a wealth of knowledge about the media, and enabled me to develop superior writing and editing skills.

You should know that I am a team player who works productively with other people – whether colleagues or superiors. I am confident that I could be a valuable addition to your organization.

Sincerely,



Joel Baglole

**JOEL BAGLOLE**  
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A self-starter who is proficient in all aspects of communications and government relations. A former journalist and consultant who has experience in the political arena and who has advised senior executives in industries ranging from defence and high-tech to agriculture and health. Has successfully led teams in the execution of influential media and government relations campaigns. Expertise includes writing, editing, strategic planning, stakeholder relations, employee engagement and issues management.

#### **EDUCATION:**

- 1998**            **Master of Journalism**  
Carleton University (Ottawa, Ontario)
- 1996**            **Bachelor of Arts**  
Acadia University (Wolfville, Nova Scotia)

#### **EXPERIENCE:**

**Capital Communications Inc.** [www.capitalcommunications.org](http://www.capitalcommunications.org)

Principal Consultant

2014 – Present

**Duties:** Work as a sole practitioner communications and government relations consultant. Assignments involve strategic communications, media relations, event planning, internal communications, government relations, social media, writing and editing documents, and working with a variety of stakeholders. Provide strategic advice and counsel, and work with other agencies comprised of public relations professionals, designers and technology specialists. Clients have included Halogen Software, McMillan law firm, Ottawa Hospital Research Institute, Canadian Centre for Substance Abuse and Metroland Media.

**Skills:** Project management, relationship building, writing and editing.

**Canadian Foundation for Healthcare Improvement**

Senior Communications Advisor

2014 – 2017 (*Term Contract*)

**Duties:** Supported the senior leadership team with communications that promoted the Foundation's work and healthcare innovations. Work involved media relations, government relations, event planning, internal communications, writing and editing, and working with large acute care hospitals, university research institutes and federal-provincial-territorial Ministries of Health. Also dealt with journalists, advocacy groups and senior bureaucrats.

**Skills:** Project management, budgeting, writing and editing.

**Canada Post**

Senior Manager, Public Affairs  
2009 – 2014

**Duties:** Led the communications activities during the 2011 round of collective bargaining with the Canadian Union of Postal Workers (CUPW).

Also developed internal and external documents that included the Annual Report, executive speeches, briefing notes and press releases. Provided strategic advice on operations and public affairs, and edited materials for external audiences such as politicians, journalists and the public.

**Skills:** Issues management, labour relations, collective bargaining, crisis communications, social media, writing and editing.

**Hill & Knowlton Strategies**

Consultant, Government Relations  
2005 – 2009

**Duties:** Led government relations and communications campaigns for clients in economic sectors such as agriculture, defence, finance, healthcare and telecommunications. Clients included General Dynamics, Eurocopter, Scotiabank, Deloitte & Touche, the Juvenile Diabetes Research Foundation and Atomic Energy of Canada. Work required outreach to Members of Parliament and federal ministers. Led multiple client accounts, managed subordinates and conducted media training.

**Skills:** Project and budget management, new business development, account leadership, strategic advice, writing and editing.

**The Wall Street Journal**

Foreign Correspondent  
1999 – 2005

**Duties:** Based in Ottawa and Hong Kong, wrote stories on the airline and automotive industries, commercial and investment banks, technology companies, the oil and natural gas sector, the pharmaceutical industry, Canadian federal politics, macro-economics, central bank policies, stock market regulations, U.S.-Canada relations, and North American security issues. Ran a news bureau, managed an office budget, developed story ideas, and traveled widely throughout North America and Asia.

**Skills:** Writing and editing, story development, budget management.

**The Toronto Star**

Staff Reporter  
1998 – 1999

**Duties:** Based in Toronto, wrote stories for different sections of the newspaper including business, sports, arts and the city pages. Topics covered included banking and finance, professional hockey and basketball, municipal and provincial politics, the 1999 Ontario election campaign, community news and cultural events.

**Skills:** Writing, editing and story development.

*References available upon request.*