

Jake Davies

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To the Hiring Manager,

With 16 years of award-winning experience in the fields of communications, journalism (print and radio), marketing, project management, multi-media content development and publishing, for both the public and private sectors, I believe I am the ideal candidate for the **Executive Management, Government and Public Relations** position at the **Frontier Duty Free Association**. My experience in communications and government and public relations will be an invaluable asset for the FDFA.

My professional experience has given me invaluable experience in:

- **Creating and developing communications plans.** From ongoing, to year-by-year strategies to project-oriented plans, I have effectively crafted communications activities across both small shops as well as large organizations, in both a leadership capacity, as well as in collaboration with colleagues.
- **Public and media relations activities.** I have experience raising awareness of organizations and individuals, as well as maintaining and building on the effectiveness of communications to key audiences such as voters in the Kanata-Carleton riding, school board trustees, senior management, school principals, managers, teachers and other staff. I successfully coordinated communications services to the RCDSB's 31 schools, 1,000 staff members and nearly 10,000 students. I have proven experience in communicating messages directed at key stakeholders such as riding voters, governments, health sector leaders, and within the public. Led crisis and public relations communications for the RCDSB.
- **Website and social media content management.** This includes leading a multi-million-dollar project for the redevelopment of the RCDSB website and the creation of 31 additional school websites followed by content management and editorial leadership and management of those websites. I have managed content for education, newspaper and election campaign websites.
- **Writing, publishing and brand management.** With more than 16 years' experience in writing, graphic design, photography and publishing, I am skilled in creating high-quality and timely communications products for a variety of formats including web, media materials, print materials, as well as developing related communications operating procedures to improved organizational efficiencies and developing and managing style guides and related tools.

In addition to this experience, the combination of my education, training and technical knowledge gives me the ability to fill all roles required of a communications department. I have also held the roles of an award-winning editor, reporter, photographer and graphic designer.

My skill set and enjoyment in my work gives me the desire to perform my duties with passion, attention to detail and professionalism, as well as the understanding there is still room to learn, grow and develop — after 16 years in the field I still enjoy going to work and executing my duties every day. I am team oriented and take direction well. I am highly creative, show initiative and have a vivid imagination.

My salary expectations for this position are in the \$90,000 per year range. Thank you for your consideration. I look forward to hearing from you.

Sincerely, Jake Davies.

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Professional summary

I am a communications professional with more than 16 years' progressive experience leading, developing, implementing, managing corporate and public service communications strategies, projects and policy. I am an award-winning writer, reporter, photographer and editor with experience as a publisher, communications consultant, manager, content developer and manager, radio show producer and host, communications and media consultant.

Relevant Experience

February, 2018 to present, Kanata-Carleton riding Liberal candidate Stephanie Magnham, Director of Communications. Ottawa, ON:

- Develop and execute all aspects of communications strategy for Team Magnham during campaign leading up to June 7, 2018 Ontario provincial election;
- Chair of Communications committee;
- Manager of volunteer communications team.

April, 2017 to January, 2018, West Carleton Review, (Metroland Community Newspapers), Reporter. Ottawa, ON:

- General assignment duties, municipal, provincial and federal politics, sports coverage and human interest;
- Developing and creating content, writing using CP Style and photography, for each newspaper;
- Graphic design including layout, design of newspaper, post-production of photography;
- Monitoring and managing website and social media feeds for the West Carleton Review including Twitter, Facebook and YouTube.

December, 2017 to present, Nylene Canada, Communications Consultant (contract), Arnprior, ON:

- Providing communications consulting services to Nylene Canada (<http://www.nylene.com>) including;
- Working with the Web Marketing and Design Coordinator to create brief profile and value statement;
- Providing best practices and advice on website management and social media presence;
- Providing consultation services on content development and audience creation;
- Editing and writing services and other tasks as requested.

January, 2016 to present, Factor 5 Group, Communications Consultant (contract). Calgary, AB:

- The Factor 5 Group is an award-winning social enterprise working with governments, businesses and organizations providing economic development strategies and action plans (www.factor5group.com);
- Provide Factor 5 clients with best practices advice, create communications strategies, social media strategies and the action plans to provide Factor 5 clients with assistance in achieving communications goals related to economic development projects.

September, 2016 to April, 2017 My Broadcasting Corporation (Oldies Arnprior 107.7 FM, MyFM Renfrew 96.1 FM and MyFM Pembroke-Petawawa 104.9 FM), Anchor/Reporter. Arnprior, ON:

- Cover municipal politics, news and human interest stories in Renfrew County, Pontiac County and Lanark County;
- Interview newsmakers, collect audio, write, edit and produce and news stories for air on MBC radio stations;
- Update, monitor social media feeds associated with MBC brands Oldies and MyFM.

October, 2011 to January, 2016: Renfrew County District School Board Communications Manager. Pembroke, ON:

- First communications employee in Renfrew County District School Board history, was responsible for conceiving, developing and implementing communications strategy and philosophy as well as the board's first social media strategy. Created, then managed all elements of board's communications department serving 28 schools, all departments, 1,000 staff and 10,000 students;
- Created and managed board content for use with communications strategy – identified stories, wrote two to three press releases (also took accompanying photography) per week using Canadian Press Style for use for local (10 newspapers – one daily, nine weekly), provincial and national media, board and school;
- websites, official social media feeds, education-related magazines, online education blogs and other relevant media;

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- Publisher of board documents including 2013, 2014 and 2015 Annual Director's Report, the RCDSB Health and Safety Procedures pocketbook (2014) the 2011-2012 RCDSB Year in Review magazine, the RCDSB Mental Health and Well-Being Three Year Strategy (2015), the RCDSB Information and Communication Technology Plan 2013-2016, The RCDSB Communications and Graphic Standards Manual (2013), the RCDSB Health and Safety Program Manual (2014), the RCDSB Concussion Guide for Parents as well as several promotional posters, brochures and other documents as required. Used Canadian Press Style as standard for all publications;
- Developed RCDSB's overall communications strategy including internal and external communications;
- Created and managed RCDSB's online and social media presence and content;
- Developed and managed both long-term and project-oriented communications strategies as well as undertaking leadership and implementation of those strategies;
- Managed budgets and led board communications projects and initiatives;
- Lead on Website committee which oversaw million-dollar project, from tender to launch, to refurbish board website and provide new websites for all schools and special departments. Lead on Branding committee which oversaw development of new board logo and branding strategy and policy for board;
- Member of ICT Steering, Petawawa School Naming, Online Registration and Social committees;
- Provided communications consulting services to trustees, executives, principals, teachers and other staff as required. Liaised with community partners, media, corporate partners, municipal, provincial and federal politicians and dignitaries as principal point of contact with the RCDSB;
- In 2015, the RCDSB averaged 80,000 visitors to its website each month, had the most Twitter followers of any organization in Renfrew County and was reaching an additional 15,000 people a week on the RCDSB Facebook page;

November, 2009 to September, 2011: Managing Editor of six community EMC (Expanded Market Coverage) newspapers. Ottawa, ON:

- Managed day-to-day, week-to-week responsibilities related to publishing six weekly, community newspapers reaching 275,000 homes in Ottawa area;
- Managed six full-time reporters, three graphic designers, handful of freelance staff;
- Hired reporting staff, managed editorial department, developed editorial strategy, assigned duties, designed newspapers, created content and performed duties necessary to meet weekly publishing deadline;
- Developed and managed online and social media presence;
- Edited news stories produced by five full time reporters, several freelance reporters and copy submitted from the community at large for grammar, factual accuracy and to ensure copy adhered to Canadian Press Style;
- Researched and wrote four to six news stories, human interest and/or columns, editorials and other content with accompanying photography when necessary weekly using Canadian Press Style;

March, 2007 to November, 2009: Editor, Reporter and Photographer for the Cobden Sun. Cobden, ON:

- Responsible for developing and creating content, designing and publishing the Cobden Sun on weekly;
- Responsible for office budget, promotion and marketing of the Cobden Sun and representing the Cobden Sun at community events;
- Researched and wrote eight to 10 news stories, human interest and/or columns, editorials and other content, with accompanying photography when necessary, weekly using Canadian Press Style;
- Edited news stories produced by freelance reporters and copy submitted from the community at large for grammar, factual accuracy and to ensure copy adhered to Canadian Press Style.

August, 2001 to February, 2007: Reporter, Photographer and interim Editor for the Arnprior Chronicle-Guide and West Carleton Review, Arnprior. ON:

- Responsible for general assignment duties as well as local sports coverage for newspaper;
- Developed and created content, writing and photography, for three newspapers;
- Spent the last two years as editor of Arnprior Chronicle-Guide and West Carleton Review;
- Researched and wrote eight to 10 news stories, human interest and/or columns, editorials and other content with accompanying photography when necessary weekly using Canadian Press Style;
- Edited news stories produced by two full time reporters, several freelance reporters and copy submitted from the community at large for grammar, factual accuracy and to ensure copy adhered to Canadian Press Style.

July, 2000 to July 2001 (One-year contract): Historical Researcher for the Mattawa/North Bay Algonquin First Nation. Mattawa, ON:

- Contract was to create a publication the Mattawa/North Bay Algonquin First Nation could use as a reference guide to support the creation of an Algonquin education centre and authentic historical Algonquin village;
- Researched Algonquin history dating back to pre-European contact using a variety of sources including primary source material such as archaeological surveys, the Jesuit Relations and Allied Documents, The Hudson Bay Archives-Mattawa District, The Works of Samuel de Champlain;
- Interviewed several Algonquin elders, Dr. Alex Von Gernet, Head of the Department of Archaeology at the University of Toronto, Stacy Girling-Christie and Julie LeClair of the Canadian Museum of Civilization.

Skills

Communications – Journalism – Content development – Strategic planning – Public relations – Marketing – Project management – Media relations – Brand management – Social media and website management – Event planning – Publishing – Graphic design – Client relationships – Budgeting – Writing – Editing – Photography – Economic development

- Proficient with use of various software including graphic design and desktop publishing software — Photoshop, InDesign and the Adobe Suite, Quark Xpress, Microsoft Office, Microsoft Outlook, Google Drive, Google Analytics, website management software iCreate and First Class, PowerPoint, all popular social media platforms, SMARTboard and other software, photography and lighting equipment, audio/video equipment.

Accomplishments

- Advisor to Kanata-Carleton MP Karen McCrimmon on the Canadian Periodical Fund and amendments needed to assist community newspapers (2018);
- During my 11 years in media I have had the opportunity to interview and photograph thousands of community leaders, newsmakers and high profile Canadians in scrums, one-on-one, and live radio interviews such as prime ministers Justin Trudeau and Stephen Harper, Official Opposition and NDP Leader Jack Layton, Green Party Leader Elizabeth May, Interim Liberal Leader Bob Rae, Ontario Premiere Dalton McGuinty, Ottawa Mayor Jim Watson, every MP and MPP from the Ottawa area in the last 16 years as well as the mayors and councillors. Olympians Brooke Henderson and Melissa Bishop, Paralympian Todd Nicholson, hockey presenter Ron MacLean, entertainer Rick Mercer, We Day's Craig and Marc Kielburger and many more. It's been an honour;
- Created, implemented and managed Renfrew County District School Board's first communications strategy and department in the board's history;
- 2009 Ontario Community Newspaper Association Award for General Excellence — The Cobden Sun;
- Metroland Media awards: 2007 Spot news photography; 2006 feature reporting; 2006 front page design;
- Wrote 52-page document title the Algonquins: The History and Culture of the Algonquin People from the Existence of Man in Northern Ontario to the Nineteenth Century;

Education

- 1997-1999 : Algonquin College - Print Journalism Diploma – Ottawa, ON (Graduated in 1999)
- 1992-1994: Carleton University - General arts degree program – Ottawa, ON
- Several industry-related training opportunities including publication design; photography and Photoshop; iCreate website management software; IT privacy symposiums; 2012 to 2015 OPSBA Public Education Symposiums; 2016 Economic Developer's Council of Ontario Conference and Showcase.

Community Service

- Produced and hosted live radio program In the Valley for Valley Heritage Radio 98.7 FM (2007-2009) — a two-hour news, current affairs, interview and talk show that aired Saturday mornings from 10 a.m. to noon;
- Campaign manager for Councillor Eric Burton's 2010 municipal election campaign — Arnprior, Ontario;
- Communications, graphic design and marketing for the Madawaska Golf Club;
- Communications volunteer and member of St. Joseph's Catholic School Parent Council 2015 to present;
- Arnprior McNab Braeside United Soccer Club Director at Large, Communications as well as U-4, U-6 and U-7 coach (Three years).