

Bobbie Smith

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[instagram.com/thecolourfulstrategist](https://www.instagram.com/thecolourfulstrategist) [Thursday Night Cafe - Accessible Line Art](#)
[My Novel "Worthy" on Amazon](#)

- Bilingual (Canadian French / English) CCE, former IS-05 in Government of Canada
- 15+ years in Communications, Marketing, Sales, Facilitation, Social Media Strategy and Planning (Linkedin, Facebook, Twitter, Instagram, custom apps)
- Extensive experience writing, rewriting and editing content, in particular for senior executives
- Experienced with Social Media and technically savvy (MS word, Mac, Content/Contacts Management and CRM programs, G-Suite, EdTech, WordPress, Campaign Monitor, etc)
- Memorial University of Newfoundland Alumnae, 1986-1992, Conjoint Arts & Education Degree Program
- Open to full time or contract positions and freelance projects working remotely in the GTA, ON or in St. John's, NL, Canada

Professional Experience

Canadian Parents for French - Ontario Branch

Communications Manager, REMOTE

October 2022 – Currently (**CONTRACT**)

- Leading the communications strategy implementation in collaboration with the leadership team.
- Engaging specific, niche audiences via digital marketing tools and strategic content.
- Writing, editing and designing content for effective campaigns and partnerships.

Ashwood Glen School (private) and Halton District School Board (public)

In-Person and Virtual French Immersion and Arts Teacher, Halton and Remote

2020 - 2022, During COVID

- Delivered French and the Arts instruction to Elementary students using various multimedia platforms and EdTech tools, such as: Nearpod, Kahoot!, SMASH Education, Duolingo.
- Engaged in International Baccalaureate teaching methodology.
- Coached colleague teachers in above-mentioned EdTech tools.

Canadian Corporate Counsel Association (CCCA)

Sales, Marketing & Communications Coordinator, Toronto

2019 - 2020 (Maternity Leave, finished early due to pandemic)

- Strategically planned national conference sponsorship sales while managing high-profile relationships with top law firms and publishers.
- Established and executed effective communications strategies in digital communications, social media, multimedia and print platforms and channels.
- Measured and reported on data from associated analytics tools.
- **Key Performance Indicators (KPIs):**
 - Delivered 68% organic growth in LinkedIn Page Followers by month 9, March 2020.
 - Closed the highest conference sponsorship amount ever paid by one single sponsor: \$44,500.
 - Received unplanned 9% performance salary increase after 3 months.

Halton District School Board (HDSB)

French Teacher (Supply + Contract), Halton Region, ON

2017 to 2019

- Taught French to teenagers (Core, Immersion). (*Inspired by the **Push for Change** Campaign, returned to the classroom 20 years after post-graduate teaching experience.*)
- Engaged highly-reluctant students to **achieve 80% class average** in subject they did not like and one in which they had low confidence and high apathy.

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The Push For Change Foundation

Social Media Strategist, Remote

2016 to 2017

- Created and implemented social media strategy for major initiative *The Push For Change* to end youth homelessness across Canada. Joe Roberts, a former homeless youth turned successful businessman, pushed a shopping cart across Canada to raise awareness of and funds for youth homelessness.
- Increased growth, engagement and support for Ending Youth Homelessness on all 3 social platforms via: compelling content, well-timed posts, solid workflows, plans, and well-considered strategies.
- **KPI increases** are:
 - Facebook Page Likes by 33%,
 - Twitter Followers by 87%, and
 - Instagram Fans by 81% in 6 months.

Bobbie Smith Independent Publishing

Author/Indie Publisher/Social Media Marketer, Remote

2015 to 2016

- Wrote, designed, formatted and published **Worthy**, a 385-page novel/family saga on Amazon: currently [available in print and eBook versions](#).
- [Reviews Average: 4.8/5 with 96% being 5-Star](#) (Google "Worthy Bobbie Smith")
- Example review: "Loved the book! I had a hard time putting it down! Great character development and glimpses into Newfoundland life. If you like novels that portray maritime life in eastern Canada, like E. Annie Proulx's *The Shipping News*, or Alistair McLeod's *No Great Mischiefs*, then you'll probably like *Worthy*."
- *Creative Burlington* organization "Arts Recognition Award Finalist" in the literary category as a novelist.

City of Hamilton, Hamilton Public Library

Communications Manager, Hamilton, ON

2012 to 2015

- Strategically planned and positioned the library's programs and services to the community, including handling media relations on sensitive subjects, marketing digital resources and developing and executing the social media strategy. Accountable for the \$440,000 marketing communications and project budget.
- Led continuous improvement changes to save employee time and the organization money.
- Successfully launched tactical multi-platform campaigns for program change rollouts, such as a new Learning Management System (LMS), utilizing print and digital communications.
- Increased digital resource sign-up by 22% through well-positioned and attention-grabbing signage and strategic outreach activity.
- Orchestrated social media marketing success that grew HPL's online presence evidenced by 55% more user engagement and following.
- Improved HPL's social media numbers in 1 year.
- **KPI increases:**
 - Facebook Page Likes by 55%
 - Twitter Followers by 55%
 - Monthly Mentions by 49%
 - Monthly Re-Tweets by 47%

City of Hamilton, Strategic Services

Communications Officer, Hamilton, ON

2011 to 2012

- Strategically planned and leveraged print and digital marketing approaches to effectively engage the citizens of Hamilton while working with very little budget.
- Led continuous improvement changes to save employee time and the organization money.
- Developed and collaborated on high-profile and high-quality original products for internal clients in Housing & Homelessness, Ontario Works, Parks & Recreation and Leadership team.
- Successfully, minimized negative communications impact (issues/reputation management) of closing of Career Centres in Ontario Works for affected employees and Ontario Works Recipients.

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- Established as the go-to writer/editor for developing difficult messages (issues management) delivered from Senior Directors.
- Successfully transitioned reluctant Community Services Department employees from a cubicle environment at The Right House building to the newly restored, open-concept Lister Block.

Sodexo Canada

Director — Internal Communications, Burlington, ON

2007 to 2011

- Governed Sodexo Canada's internal communications portfolio and liaised with American and Global teams.
- Prudently managed \$110,000 budget, yet aggressively and creatively established effective means of 2-way communications between Senior Management and employees.
- Introduced new navigation and user-friendly features in partnership with other Editors-in-Chief in the pilot team.
- Initiated and produced (writing, editing, layout) weekly e-Bulletin in English and French. The publication became the go-to source for employee communications.
- Effectively established and measured track record of employee engagement by **increasing** the following KPIs:
 - Employee Engagement rates measured by independent AON-Hewitt survey by 12% (Target: 8%).
 - Average Monthly Traffic to Canada's newly-redesigned Intranet 21%.

Awards & Recognition:

2010 Gold Award (Spirit of Progress) for Leading SodexoNet 2.0 Intranet Implementation Team for Canada

2009 Silver Award (Team Spirit) for Communications of the Canadian Labour Strategy Project

Presenter/Subject Matter Expert, Multiple Locations, 2011

Presented at the following conferences, seminars and discussions, sharing case studies from relevant work experiences and communications-related challenges:

- Marcus Evans Conference: *Deploying & Evaluating to Maximize Engagement Behaviours and Aligned to the Brand*. Topic: **Transition to New Internal Communications Intranet Platform Enhancing Employee Engagement at Sodexo Canada**.
- Advanced Learning Institute: Topic: **Case Study: Improving Employee Engagement Beyond Industry Measures in Partnership with HR**
- Federated Press: *The 18th Intranets for Corporate Communications Course*. Topic: **Launching a Corporate Intranet, Best Practices Discussion**

Government of Canada

Communications Officer, Advisor, Senior Advisor, then Special Advisor to the ADM, Ottawa,

2000 to 2006

- Led the Communications portfolio (in former HRDC, Income Security Programs) for Assistant Deputy Minister's (ADM) office. Duties also included: Supervising office staff and handling HR issues, logistics for major committee meetings, conferences, retreats and presentations, and follow-up support. In particular, developed first, ever online ADM news source: ADM's Corner.
- Hand-picked, from Communications department of colleagues two and three categories above, to work directly with ADM as right-hand Special Communications Advisor on tailor-made Internal Communications solutions.
- Instrumental in steering senior executives' and multi-disciplinary teams' communications towards achieving goals during ADM 1-on-1 and in senior-level meetings, including coordination and collaboration with management consultants and other public service executives.
- Created full range of original communications products, strategic analysis, issue management papers, executive presentations and briefings in all communications roles, including:
 - Project management, presentation delivery and writing for senior executives, such as correspondence, speeches, briefing notes
 - Coaching executives on best practices for communicating with employees and management groups before, during and after major changes
 - Championing massive organizational change across broad networks internally

Education & Certifications

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Creative Writing Graduate Certificate, Humber College Institute of Technology & Advanced Learning, Ontario (2010)

Journalism-Print Honours Diploma, Algonquin College of Applied Arts & Technology, Ottawa, Ontario (2000-2001)

- Dean's List + 1st Advanced-Standing Student appointed Editor-In-Chief of College Newspaper: *The Algonquin Times*
- 2001 Ontario Community Newspapers Association (OCNA) Awarded: Best Student Photography (2nd) + Writing (3rd)
- General Assignment Reporter Student Internship and subsequent contract at *The Ottawa Sun*. (March-August 2001)

MBA & Undergraduate Business Courses (3 semesters, no degree) - University of Ottawa (September 1998-August 1999)

Bachelor of Education in Second Languages, Memorial University of Newfoundland (MUN), St. John's, NL (1992)

Bachelor of Arts in French & English, MUN, St. John's, NL (1990)