

# BOBBIE SMITH

REMOTE: ONTARIO or NEWFOUNDLAND LABRADOR

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[instagram.com/thecolourfulstrategist](https://www.instagram.com/thecolourfulstrategist) | [Thursday Night Cafe - Accessible Line Art](#)

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## **SKILLS SUMMARY**

- Bilingual (French Canadian / English)
- 10+ years in Communication, Marketing, Social Media Strategy (LinkedIn, Facebook, Twitter, Instagram, etc)
- Extensive experience writing, rewriting and editing content, in particular for senior executives
- Experienced with Social Media and technically savvy (MS Word, Content/Contacts Management programs, G-Suite, EdTech, Campaign Monitor, Jotforms, Mail Chimp, etc)
- Open to full time or contract, positions working remotely.

## **PROFESSIONAL EXPERIENCE**

### **COMMUNICATIONS MANAGER, REMOTE, October 2022 – Currently (CONTRACT)**

#### **CANADIAN PARENTS FOR FRENCH - ONTARIO BRANCH**

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

#### ***During COVID:***

### **VIRTUAL FRENCH, ARTS TEACHER, REMOTE/HALTON, September 2020 – June 2022 (CONTRACTS)**

#### **ASHWOOD GLEN SCHOOL (PRIVATE), HALTON DISTRICT SCHOOL BOARD (PUBLIC)**

- Taught French and the Arts to Elementary students using various multimedia platforms and EdTech tools, such as: Nearpod, Kahoot!, SMASH Education, Duolingo.

### **SALES & MARKETING COORDINATOR, TORONTO, July 2019 – April 2020 (CONTRACT)**

#### **CANADIAN CORPORATE COUNSEL ASSOCIATION**

- Sold & managed high-profile sponsors with top law firms and publishers (e.g. Blake) for national conference sponsorship sales, while delivering consistent, strategic & timely messaging through the CCCA's website, eblasts and mailed material.
- Delivered 68% organic growth in LinkedIn Page Followers by month 9, March 2020.
- Closed the highest conference sponsorship amount ever paid by a single sponsor.

### **FREELANCER, REMOTE/HALTON, September 2015 – June 2019**

- *Author (2015-2016)* Wrote and published a novel (achieved "Arts Recognition Award Finalist" in the literary category by Creative Burlington organization). [Google Worthy Bobbie Smith](#)
- *Social Media Strategist (2016-2017)* Increased growth, audience engagement and support for *The Push for Change* campaign to end youth homelessness on multiple platforms via: compelling content, well-timed posts, solid workflows and plans, and well-considered strategies.
- *Educator (2017-2019)* Inspired by the Push for Change Campaign to return to the classroom. French and the Arts. Major use of EdTech tools. Engaged highly-reluctant students to achieve an 80% class average in a subject they do not like and one in which they have low confidence and high apathy.

**COMMUNICATIONS MANAGER, October 2012 – September 2015****HAMILTON PUBLIC LIBRARY, HAMILTON**

- Devised strategic approaches to better position the library's programs and services to the community, including handling media relations on sensitive subjects.
- Accountable for the \$440,000 marketing communications and project budget.
- Responsible for social media marketing success, which grew HPL's online presence, evidenced by 55% more user engagement and greater following.
- Successfully launched tactical campaigns for program change rollouts utilizing print and digital communications.
- Increased digital resource sign-up by 22% through well-positioned and attention-grabbing signage and strategic outreach activity.
- Led continuous improvement changes to leverage resources.

**COMMUNICATIONS OFFICER, June 2011 - October 2012****CITY OF HAMILTON, STRATEGIC SERVICES, HAMILTON**

- Strategically 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 outstanding original products for internal clients in Housing & Homelessness, Ontario Works, Parks & Recreation and Leadership team
- Successfully, minimized negative communications impact of closing of Career Centres in Ontario Works for affected employees and Ontario Works Recipients.
- Established as the go-to writer/editor for developing difficult messages delivered from Senior Directors.
- Successfully transitioned Community Services Department employees from The Right House building to the newly restored, open-concept Lister Block.

**INTERNAL COMMUNICATIONS DIRECTOR, October 2007 - June 2011****SODEXO CANADA**

- Responsible for Sodexo Canada's internal communications, liaised with American and Global teams. Prudently managing the allotted budget of \$110,000 yet aggressively and creatively established effective means of 2-way communications between Senior Management and employees.
- Increased Employee Engagement rates measured by independent AON-Hewitt survey by 12% (Target: 8%).
- Drove monthly traffic to Canada's Intranet from an average of 1,100 to 5,212 hits, post redesign.
- Introduced new navigation and user-friendly features in partnership with other Editors-in-Chief on 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.
- Speaker at various events on topic of Communication in Business.

**SENIOR COMMUNICATIONS ADVISOR, April 2000 - March 2006****GOVERNMENT OF CANADA, OTTAWA**

- Instrumental in steering senior executives and multidisciplinary team communications towards achieving goals during ADM 1-on-1 and in senior-level meetings.
- Created a full range of original communications products, strategic analysis, issue management papers, executive presentations, and briefings.
- Developed first ever online ADM news source: *ADM's Corner*, in particular, spent more than two years working directly with an Assistant Deputy Minister (ADM) as his right-hand communications advisor on tailor-made Internal Communications solutions, presentation delivery, ADM Office HR, logistics and coordination, and related research and follow-up support.

**EDUCATION & CERTIFICATIONS**

- **Certified to Teach:** O.C.T. Registration No. 524521, Roberta Smith
- **Creative Writing Certificate,** Humber College Institute of Technology & Advanced Learning, Ontario
- **Journalism-Print Honours Diploma,** Algonquin College of Applied Arts & Technology, Ottawa, Ontario
- **Bachelor of Education in Second Languages,** Memorial University of Newfoundland (MUN), St. John's, NL
- **Bachelor of Arts in French & English,** MUN, St. John's, NL