

# Lindsey Bertrand

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## Education

### Royal Roads University

*Master of Arts in Communication — 2018*

### Simon Fraser University

*Bachelor of Arts in Communication — 2010*

### Langara College

*Certificate in Advanced Project Management — 2014*

## Experience

### Canadian Centre for Policy Alternatives – BC Office

*Communication Specialist — July 2016 to present*

*Communications Officer — January 2014 to May 2015; March 2016 to July 2016 (contracts)*

- Developing communication materials to make key ideas and research findings accessible and engaging for multiple audiences and across platforms (e.g. websites, social media, email blasts, magazine)
- Coordinating the publication and promotion of analysis, commentary, reports, and studies, and promoting public forums, lectures, panels, and other events
- Liaising between research, fundraising, and communication teams to learn more about key audiences and collaborators, improve development-driven communication, and identify opportunities to expand and diversify the CCPA's community of supporters
- Driving continuous improvement of communication strategy through testing, analytics, and active engagement with supporters

### BC Freedom of Information and Privacy Association

*Acting Program Director — July 2015 to July 2016 (contract)*

- Researching, preparing, and submitting grant applications and reports to major funders
- Responding to inquiries from the public, researchers, and journalists about access to information and privacy issues
- Writing and distributing press releases, blog posts, newsletters, and member communications
- Contributing to the development of new organizational positions and policies as needed
- Acting as board liaison

### OpenMedia

*Communication Manager — August 2010 to August 2013*

- Managing communications, design, and web development teams in order to produce timely and engaging original articles, images, and videos about developments in digital policy

- Planning and project-managing campaign launches and ongoing promotion
- Issue-monitoring, writing and distributing press materials, participating in interviews (radio, print, broadcast), and managing relationships with media contacts
- Managing relationships with experts, community stakeholders, and coalition members
- Presenting and participating on panels at special events, university classes, and workshops

### Rick Hansen Institute

*Communication Coordinator — January 2010 to August 2010*

- Interviewing grant recipients, athletes, and public figures to produce profiles to be used for supporter engagement, in marketing collateral, and in media materials
- Developing content for the website, social media channels, and newsletters
- Implementing strategic media plans and training spokespeople
- Developing and implementing an analytics plan

## Other Experience

- Research Assistant, School of Communication and Culture at Royal Roads University (*current*)
- Board Member, BC Civil Liberties Association (*current*)
- Board Member/Officer, Canadian Institute for Information and Privacy Studies
- Website Content Writer, Light House Sustainable Building Centre
- Web Designer/Developer, Patients and Supporters of Mid-Main
- Computer Tutor, Neil Squire Society
- Organizing Committee Member, The Media Democracy Project
- Accounting Assistant, SunOpta Grocery West
- A variety of sales and customer service positions while attending university and high school

## Skills

- |                                     |                            |                                       |
|-------------------------------------|----------------------------|---------------------------------------|
| ▪ Project management                | ▪ Online infrastructure    | ▪ Some graphic and publication design |
| ▪ Writing and knowledge translation | ▪ Data analytics           | ▪ Media relations                     |
| ▪ Campaign development              | ▪ Database/CRM management  | ▪ Public speaking                     |
| ▪ Stakeholder relations             | ▪ E-blasts and newsletters | ▪ Qualitative research                |
| ▪ Member relations                  | ▪ Online advertising       | ▪ Conversational French               |

References available upon request.

