

# Lindsey Bertrand

Vancouver, BC ■ 778-238-7710 ■ [lindsbertrand@gmail.com](mailto:lindsbertrand@gmail.com) ■ [lindseybertrand.ca](http://lindseybertrand.ca)

## Education

### Royal Roads University

*Master of Arts in Communications — Expected 2018*

### Langara College

*Certificate in Advanced Project Management — 2014*

### Simon Fraser University

*Bachelor of Arts in Communications — 2010*

## Experience

### Canadian Centre for Policy Alternatives – BC Office

*Media and Publications Specialist — July 2016 to present*

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

- Coordinating the development, publication, and promotion of research reports
- Developing and executing web-based grassroots fundraising drives
- Optimizing online communication across platforms (website, social media, e-newsletters)
- Event planning, promotion, and execution (public forums, lectures, fundraising events)

### 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 various funding bodies
- Writing and distributing press releases, blog posts, newsletters, and member communications
- Answering public inquiries about access to information and privacy issues
- Contributing to the development of new organizational stances and policies as needed
- Acting as board liaison

### OpenMedia

*Communications Manager — August 2010 to August 2013*

- Managing communications, design, and web development teams in order to produce timely and engaging news articles, images, and videos on digital policy developments
- Planning and project-managing campaign launches, including ongoing promotion
- Managing relationships with experts, community stakeholders, and coalition members
- Media relations, including acting as a spokesperson
- Presenting and participating on panels at special events, university classes, and workshops

### Rick Hansen Institute

*Communications Coordinator — January 2010 to August 2010*

- Interviewing grant recipients, athletes, and public figures to produce profiles for various purposes
- 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

- Board Member/Officer, Canadian Institute for Information and Privacy Studies (Current)
- 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

- Campaign development
- Media relations
- Stakeholder relations
- Member relations
- Online infrastructure
- Data analytics
- Database/CRM management
- E-blasts and newsletters
- Writing and knowledge translation
- Public speaking
- Some graphic and publication design
- Team management
- Advertising
- Publishing
- Conversational French

References available upon request.

