

DEAN MORIN

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SUMMARY OF QUALIFICATIONS

Intelligent, hard-working, communications practitioner with a track record in communications, marketing, fundraising, public relations, internal relations, employee relations, and media relations. Excellent interpersonal communicator with working knowledge of French and experience in leadership training and market research. Holder of two Baccalaureate of Arts degrees and a public relations diploma.

COMMUNICATIONS SKILLS

Written communications

- *Journalistic writing and editing* – print news releases, radio news releases, TV memos, media advisories, news stories, newsletters, feature stories, letters to the editor, query letters, bios, backgrounders, and fact sheets. Proficient in Canadian Press and Broadcast News styles.
- *Persuasive writing* – persuasive speech writing, PSAs, and fundraising letters.
- *Business writing* – requests for proposal (RFP), policy, situation analysis, memos, letters, and meeting minutes.

Oral communication

- Persuasive speeches, extemporaneous speeches, news conferences, interviews, and presentations.

Planning

- Communications plans (setting objectives, creating strategies and tactics, establishing critical paths, doing budgets, and choosing evaluation mechanisms).

Production

- Layout and website design, desktop publishing, advertising, and SLR and digital photography.

Research

- On-line, library, academic, survey design and implementation, media monitoring, and content analysis.

Interpersonal

- Team player with strong leadership skills. Good listener and critical thinker; able to work with little supervision.

COMPUTER SKILLS

Platforms and programs

- Proficient on both PC and Macintosh platforms. Excellent knowledge of MS Word, Excel, PowerPoint, ArcMAP, QuarkXPress, Fireworks MX, Dreamweaver MX, and Adobe Photoshop.

ACADEMIC QUALIFICATIONS

Public relations diploma

Algonquin College

2003 – 2005

- Program included training in: public relations theory, research, writing, production, desktop publishing, web design, business communication, and advertising. Program highlights included a seven-week internship, work in the Algonquin Student PR Agency, and a team assignment to present a proposal to a local charity. Graduated with honours standing.

Baccalaureate of Arts degrees

University of Ottawa

1999 – 2003

- *Concentration: geography.* Graduated in 2003 with Magna Cum Laude standing.
- *Concentration: communication.* Graduated in 2002 with Cum Laude standing.

COMMUNICATIONS EXPERIENCE

Marketing communications

Manager, Marketing & Communications *Traffic Injury Research Foundation* 2005 – Present

- Manage and coordinate all communications, marketing, and promotional activities of a national road safety charity. Main responsibility includes the writing and dissemination of written products to internal and external audiences, including: news releases, newsletters, marketing collateral, fundraising packages, memos, staff bios, fundraising letters, list serve messages, and replies to public information requests. Other duties include: performing daily media monitoring, administering a \$100,000 fundraising campaign, managing and updating the charity's website, and performing graphic design services. Also perform media relations activities, including: answering media questions, scheduling staff members for interviews, sending out news releases over the wire, and pitching the charity's researchers as expert commentators to the media.

Marketing communications

Marketing Communications Specialist *PCI Geomatics* 2005

- This junior position on the marketing team involved planning, assembling, and co-writing the company's strategic marketing plan. Other duties included: writing and editing news releases, competitive intelligence reports, market research reports, and advertisements. Also took part in branding, positioning, and strategic messaging activities.

Internal relations

Vice-President *Algonquin College Students' Association* 2004 – 2005

- Vice-chairperson and co-signing officer of a nine-member board of directors that governed a corporation of 14,000 members, with an annual operating budget exceeding \$2 million. Main responsibility was liaising with internal and external audiences, including the media. Other duties included: writing news releases, writing policy, planning the board budget, devising new communications plans, and participating in consultation forums. Also served on committees including, the IT management committee, conference committee, and academic council.

Employee relations

Senior Monitor *Opinion Search Inc.* 2000 – 2005

- Call center quality control monitor for market research projects. Main responsibility was writing performance evaluations for interviewers. Other duties included: providing critical feedback, policy and operations training, writing articles for the corporate newsletter, and interpersonal coaching. Also recruited at off-site job fairs and did hiring for the HR department.

Research

Independent Consultant *HMCI - Hayter Marketing Communications Inc.* 2001 – 2003

- Gathered market research, business research, and key stakeholder research. Have worked on, assembled, and written competitive intelligence reports, research reports, and media monitoring reports for the president of HMCI.

AWARDS

President Rosser Prize 2005

- 2005 recipient of the President Rosser Prize, Algonquin College's top honour given to one graduate each year. The award is given to a student who demonstrates exceptional leadership, involvement in student activities, and maintains a high grade point average.

REFERENCES

- **Robyn Robertson**, president and CEO, *Traffic Injury Research Foundation*. (613) 238-5235 ext. 306, robynr@trafficinjuryresearch.com
- **Jack Doyle**, general manager, *Algonquin College Students' Association*. (613) 727-4723 ext. 5320, doylej@algonquincollege.com
- **Laura Hayter**, president, *HMCI - Hayter Marketing Communications Inc.* (613) 230-4692, lhayter@hmci.ca
- **Lisa James**, national HR coordinator, *Opinion Search Inc.* (613) 230-9109 ext. 3104, ljames@opinionsearch.com
- **Layton Peck**, former director of strategic marketing, *PCI Geomatics*. (613) 225-6882, layton.peck@rogers.com
- **Claudine Wilson**, public relations professor, *Algonquin College*. (613) 727-4723 ext. 5186, wilsonc1@algonquincollege.com