

FRANCIS WOOPY

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1073 Wagner Road

Sharbot Lake, Ontario K0H 2P0

SUMMARY OF QUALIFICATIONS

- Knowledge of public relations fundamentals including media kits, strategic communications plans, media monitoring/analysis, integrated marketing communications and desktop publishing
- Understanding of new and emerging media including podcasting, blogging, micro-blogging, social networks and wikis and their applications for communications
- Strong background in leadership and administration; highly organized and able to work independently and/or as part of a team to develop and meet objectives

EMPLOYMENT HISTORY

Communications & Administrative Coordinator

Kingston Frontenac Anti-Violence Coordinating Committee

2008–Present

Develop, implement and manage all communications, and administrate all other projects for a non-profit committee working towards the elimination of domestic and sexual violence in Eastern Ontario.

Owner

Wooby Communications

2005–Present

Provide public relations services to various clients on a contract basis. Services include strategic communications planning, media relations, new media engagement, writing and editing, desktop publishing and others.

Intern

The Office of African Nova Scotian Affairs, Halifax, Nova Scotia

2005

Conducted research for the development of communication strategies for a recently established provincial government office serving the interests of the African Nova Scotian community. Planned and created the database containing stakeholder information, helped write media material and drafted speaking notes for the minister responsible.

Supply Teacher

Inuglak School, Whale Cove, Nunavut

2003–2004

Taught various subjects to students in grades eight through 11 as a substitute. Predominantly ESL environment located in an isolated Inuit community in Canada's far north.

Administrative Assistant

Magnum Group Inc., Philadelphia, Pennsylvania

2001–2003

Performed office management such as shipping, record keeping, reception, supplies, etc. for translation agency serving international private, government and corporate communities. Carried out extensive modification and maintenance of key client/human resource database. Responsible for some document management, proofreading, editing, transcription and foreign language layout.

King's Wardroom Manager

The King's Students' Union, Halifax, Nova Scotia

2000–2001

Hired, trained and managed campus bar staff of over 20. Responsible for accounting, promotions, administration, inventory control and all other aspects of running the business.

Campus Police Chief

The University of King's College Campus Police

1997–2000

Hired, trained and managed over 50 student employees responsible for security and weekend/after-hours reception at university. Managed all aspects of Campus Police operations and remained on call in order to respond to any unusual or extreme situations.

***Contracted in May of 2000 to rewrite department manual.**

SKILLS

- Desktop Publishing (Adobe Creative Suite, Adobe PageMaker, Microsoft Publisher, Quark Xpress, Microsoft Office Suite)
- Technical Writing

EDUCATION

Technical Communication Certificate Program (Online)

Vancouver Island University, Powell River, BC

2008

Advanced Diploma with Honours, Public Relations

Nova Scotia Community College School of Business, Halifax, NS

2005

Bachelor of Arts, Sociology and Social Anthropology

The University of King's College, Halifax, NS

2001

AWARDS

- UKC R.L. Nixon Students' Union Award 2000
- UKC "Gold K" recipient 2000
- UKC Michael Elliott Alumni Award 1999

EXTRACURRICULAR AND VOLUNTEER ACTIVITY

- Member, Limestone New Media Group, Kingston, Ontario 2008-Present
- VP Public Relations, Cataraqui Valley Toastmasters Club, Kingston, Ontario 2007-Present
- Secretary, Iqaluit Centennial Library Board, Nunavut 2006-2007
- Program Coordinator, Iqaluit Parents & Tots Association, Nunavut 2006-2007
- Contributing Reporter and Photographer, Kivalliq News, Nunavut 2003
- Route Key Coordinator; April 12, 2003 Red Cross Walk, PA, USA (SEPA Chapter) 2003
- Internal Vice President, The King's Students' Union, NS, Canada 1999-2000
- President, Day Students' Society, NS, Canada (UKC) 1998-1999