

JULIE HAWRISHOK

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EXPERIENCE

STRATEGIC BUSINESS PLANNER

Ontario Provincial Police / Orillia, Ontario / April 2023 – Present

- Engage with internal stakeholders to plan, organize and create content for organization's internal and external publications including a triennial Action Plan and Annual and Progress Reports. Includes conducting internal interviews and jurisdictional scans while working with subject matter experts to identify and develop narratives and content direction.
- In consultation with Commissioner's Command Team and ranking leadership, design, articulate and promote strategic priorities and actions for the organization.

STRATEGIC COMMUNICATIONS OFFICER

Ontario Provincial Police / Orillia, Ontario / January 2023 – April 2023

- Provided guidance and advice to bureaux leadership and command team on communications and outreach strategies and best practices. Created and developed comprehensive communications products including: key messages; scripts, speeches and speaking notes; media advisories and releases; social media content and other assets.
- Planned and executed virtual (online) and in-person media events. Acted as lead SCO for Project Coyote, an Organized Crime Enforcement Bureau-led joint task force investigation involving Outlaw Motorcycle Gangs and trafficking of firearms and controlled substances. Acted as lead SCO for Criminal Investigation Branch's Project Totton, a two-and-a-half-year investigation into the creation and sale of fraudulent Norval Morrisseau artwork. Responsible for coordinating media interviews, writing speaking notes for all participants and all internal and external communications products.

Earned media coverage highlights from Project Totton:

- 12 media interviews resulting in coverage in 30+ unique international news outlets including The Globe & Mail, CBC, The Times of London and People Magazine
- Coverage on three wire services
- #norvalmorrisseau reached #17 on Twitter's trending topics on event day
- Norval Morrisseau was 13th most popular search term on Google (Canada) on event day

PROJECT MANAGER

Ontario Provincial Police / Orillia, Ontario / January 2022 – January 2023

- Reporting to the Superintendent and Chief Superintendent, managed programs and initiatives impacting the duties of more than 1,000 uniform and civilian employees. Responsibilities included leading internal communications and engagement programs and providing ad hoc research, writing and organizational support. Provided editorial leadership and direction for the launch of a bureau-wide internal quarterly newsletter.
- Served as Campaign Chairperson for OPP's 2022 Federated Health Charities campaign (Spring 2022); included managing team of 25 Campaign Champions as we raised more than \$47,000 for the initiative. Served as Bureau Campaign Ambassador for OPP's 2022 United Way campaign.

MANAGER, INTERNAL COMMUNICATIONS

Nutrition International / Ottawa, Ontario / August 2021 – December 2021

- Created and managed a global internal communications strategy for the organization's 450+ employees across 13 offices in 11 countries. Led the development and implementation of internal newsletters, staff intranet hub on SharePoint and other staff-focused communications. Managed training sessions, Town Halls, Lunch and Learns and other staff learning and engagement programs.
- Acted as liaison between External Relations and Human Resources units, supporting and advising HR functions related to staff communications. Sat on several committees and working groups including Return to Workplace Working Group (lead), Joint Health and Safety Committee, Crisis Management Task Force and various training groups.

MANAGER, DONOR EXPERIENCE

Paralympic Foundation of Canada / Ottawa, Ontario / August 2018 – February 2021

- Planned, developed and implemented communication and outreach strategies and materials for inspiring campaign and major gift donations from individual, corporate and Foundation prospects. Advised the Foundation Director, members of the senior management team, Board members, colleagues and other key stakeholders on best practices for philanthropic communication and stewardship strategies.
- Worked closely with Paralympic Performance team, National Sport Organization stakeholders, medical professionals and integrated service providers, corporate sponsors and other partners to identify and develop compelling personal and sport narratives and content for Canada-wide distribution.
- As part of Health & Wellness Committee, spearheaded monthly mental and physical wellbeing initiatives for all staff.
- As part of Team Canada Support Staff, provided in-person support and communications for Team Canada athletes, officials, family members, staff and other stakeholders at the 2019 Parapan American Games in Lima, Peru.

FOUNDER

FrontSide Marketing & Communications Inc. / Ottawa, Ontario / January 2016 – February 2018

- Owner/operator of boutique digital and traditional marketing and communications firm focused on providing content and digital marketing strategies to small businesses, charities and corporations. Key services included communications and marketing strategy, brand identity, content strategy and execution, social media management and advertising and website creation.

MARKETING SPECIALIST

LaBarge Weinstein LLP / Ottawa, Ontario / December 2015 – December 2016

- Executed the firm's overall marketing plan, as well as plans for individual lawyers, through content marketing and organic growth strategies. Monitored and managed social media accounts (primarily Twitter and LinkedIn) and the firm's website (WordPress). Prepared and distributed press releases, newsletters, blog posts and presentations.
- Planned internal and external events including conferences, seminars, Lunch and Learns, meetings and social events. Oversaw sponsorships and charitable initiatives for firm and individual lawyers.

MARKETING & COMMUNICATIONS OFFICER

Boys and Girls Club of Ottawa (now BGC Ottawa) / Ottawa, Ontario / April 2013 – September 2015

- Created or collaborated on internal and external marketing and communications materials including website content, newsletters, press releases, social media content, direct mail campaigns and brochures.

- Managed web and social content creation, curation and analytics monitoring programs; used digital media strategies to promote brand while raising public awareness and fundraising efforts. Launched new website to improve user experience and better promote organization and led organic social media growth strategy. Provided event planning and day-of support for fundraising and marketing events.

EDITOR

ILStv.com / Courtenay, British Columbia / June 2008 – April 2013

- Created and managed all editorial content for an insurance and business focused news website. Results: approximately 30 weekly news pieces including briefs, features, interviews and multimedia content.
- Created, marketed and distributed daily and weekly e-newsletters. Employed news judgment to ensure newsletter content was up-to-date and relevant to a niche audience. Managed news site's social media presence, primarily on Twitter, Facebook and YouTube.

FREELANCE WORK

Articles, photos and audio featured in The Globe and Mail (Canada); The Ottawa Citizen (Canada); Business Spotlight Magazine (Germany); Spotlight Magazine (Germany); Rich Guy Magazine (Canada).

Freelance corporate content including text and video developed for Canadian Paralympic Committee partnerships with Pfizer, Canadian Tire Corporation, Hudson's Bay Company and National Bank.

VOLUNTEER EXPERIENCE

General Volunteer, Dress for Success Orillia and Barrie	2023 - Present
Special Event Organizing Committee Member, Roberts/Smart Centre	2016 - Present
Director, Ottawa Regional Cancer Foundation	2021 - 2022
Steering Committee Member & Communications Lead, 2009 World Junior Championship	2008 - 2009

EDUCATION

Bachelor of Journalism (Honours), minor in Mass Communications / Carleton University 2003

KEY SKILLS

Strategic Communications / Stakeholder Engagement / Content Development / Strategic Thinking / Teamwork & Collaboration / Leadership / Political Acuity & Diplomacy / Brand Management / Project Management

TECHNICAL SKILLS

Microsoft Office including SharePoint / Google Workspace / CMS including WordPress / CRM including Salesforce and GiftWorks / Social media management / Email marketing including MailChimp / Project & work management software including SmartSheet / CP Style / Proficient in Mac and Windows environments