|  |  |
| --- | --- |
| **Ted Flitton** Content Manager, Writer / Editor  Certified Assistant Project Manager (CAPM)  Calgary, AB 403.998.8209  PROFILE |  |
|  |
|  |
|  |

I am a strategic communicator who multiplies campaign results while minimizing costs. I offer extensive experience writing / editing and managing communications. I quickly form powerful relationships leading to strategic partnerships that elevate reputation. In addition, I am a:

* Former CBC Radio / business television journalist, experienced writer and editor - published in the Calgary Herald, Mr. Media Training (now the Throughline Group), Canadian Vet Magazine, Matrix Publishing, Red Deer Express, Canadian Mortgage Professional (executive ghost writer)
* Strong media spokesperson - conducted 500+ media interviews
* Lean, innovative communicator – developed several processes to quickly create and re-purpose content while also minimizing time required of subject matter experts, executives

STRENGTHS AND COMPETANCIES

|  |  |  |
| --- | --- | --- |
| * Content Management | * Writing / Editing | * Thought Leadership |
| * Stakeholder Relations | * Communications Strategy | * Issues Management |
| * Lean Agile | * Reputation Management | * SME Messaging Prep |

PROFESSIONAL EXPERIENCE

**ATB** September 2018 – March 2019

Technical Storyteller, Cloud Control Squad (Technology Enablement) 7 month contract

* Led the communications to document and generate pride in ATB’s migration to the cloud, the largest migration to Google Cloud Platform in the Canadian financial and banking industries
* Developed communications plans to help employees understand ATB’s transformation into a cloud native organization, including cloud security best practices and lessons learned
* Wrote G+ articles and produced videos as project updates and hitting milestones and documenting the ways Cloud Control is living ATB’s brand

**Base Reputation Management** – Principal February 2016 - Present

(Formerly T Communications) September 2013 – January 2016

* **Currently creating a new course** “Crisis Communications and Social Media” for Mount Royal University; **developed and currently teaching the Reputation Management**.
* Co-planning media relations and other communications for **DevfestYYC** this fall.
* Shooting video and writing blogs for a financial company and an environmental solutions firm
* Co-wrote a crisis communication / issues management and blogging plan for the Canadian Energy Pipeline Association (CEPA).

*Continued on page 2*

|  |
| --- |
|  |

**Alberta Food Processors Association (AFPA)** August 2016 – April 2018

Director, Sustainability and Communications – 18 month contract

* **Helped grow membership 14% (equaling previous three years combined)** by developing a new value prop “and leading an associated digital, print and social campaign
* Wrote targeted case studies and social media content to publicize workshops on food, water and energy waste, sustainability in supply chain, carbon levy and environmental footprinting
* Provided strategic communications support to companies dealing with online customer complaints and other reputational challenges; **earned AFPA several marketable member testimonials.**
* **Co-created, launched and marketed AFPA’s new sustainability learning program “LEAP**” (Leveraging Efficiencies, Accelerating Profit), wrote articles case studies, developed workshops
* **Co-developed AFPA’s first sustainability conference featuring 15 speakers,** workshops, keynotes and demonstrations
* **Created a profitable and well-attended webinar series** to provide more learning options for members; replaced money-losing, logistically complex, poorly-attended classroom courses.

**Bridgewater Bank,** a division of the **Alberta Motor Association** August 2011 – November 2015

Senior Corporate Communications Advisor (previously Corporate Communications Advisor, External)

* **Created the overall communications strategy** and guided the tactical execution of all internal and external marketing and communications while leading a team of two (five during a mat leave).
* **Increased the bank’s media exposure 700%** (the highest number of media stories in the bank’s

history combined) through an editorial plan, spokesperson media training and earned media plan.

* **Improved productivity and morale of the underwriting team** by devising a professional sales and communication strategy supported by a content management plan, social media outreach and donations.
* **Generated a top 5 score in a prestigious national survey ranking credit cards and gained mention in a Toronto Star article** by writing the submission documents publicizing the launch of a credit card line.
* **Oversaw the communications strategy for two downsizings, a line of business closure** and advised the executive team on stakeholder relations throughout. Employee engagement levels remained strong.

**Enbridge Inc. – Renewable and Alternative Energy /** May 2011 - September 2011

**Allaire, Rowan Inc.** – Consultant

* Prepared media and public messaging to prepare executives to publicize ecologically sustainable technologies of several key projects, such as CO2 slurry pipeline and carbon capture and storage.
* Developed two-day workshop teaching participants how to develop key messages and coached them to build their public communications skills and confidence.

**Calgary Board of Education (CBE)** - Primary Spokesperson October 2006 – March 2011

& Media Relations Specialist

* **Enhanced the CBE’s public reputation by positioning it as a thought leader** through hundreds of media interviews on school-based success stories, innovative educational programs and training.
* **Successfully reframed several negative media stories prior to publication** including a controversial high school identification tag initiative, a “sexting” awareness initiative and technology in the classroom.
* **Generated national and international media attention and coverage in academic journals** by shaping the communication of the CBE’s “learning resources commons” strategy.
* **Developed communications plans and managed media events** to highlight the CBE’s leadership role in strategic partnerships, such as fighting H1N1, provincial affairs and community initiatives. Stakeholders included Alberta Education, City of Calgary, Calgary Police Service and Alberta Health Services.
* **Earned strong reputation as a trusted strategic advisor to the chief and deputy chief superintendent**, executives, the Board of Trustees and principals by providing strategic communications counsel, media training and presentation coaching.

*Continued on Page 3*

**CBC Radio / Newsworld** - Producer (Calgary, Toronto) November 2000 – August 2006

* **Managed “The Homestretch,” a daily current affairs show and team of three producers** plus contributing reporters.
* **Oversaw special projects** including live remote broadcasts, such as the Royal Visit to Calgary, Banff Mountain Film Festival and the CBC / Calgary Interfaith Food Bank Drive.
* **Significantly improved the quality of interviews and documentaries** by facilitating on-air performance improvement sessions for columnists. Respondents reported strengthened confidence.

EDUCATION

2018 Inbound Certified, Hubspot Academy

2016 Social Media for Business, Extension Certificate, Mount Royal University

2015 Project Management 101, University of Calgary

2014 New Leaders Course, Wilton Consulting Inc.

2014 Sharepoint Training, New Era Training

2014 Powerpoint Training, New Era Training

2012 Reputation Management Course, The Reputation Institute

2006 Public Relations Courses, Mount Royal University

1998 Canadian Securities Course, Canadian Securities Institute

1996 Human Resources Management Certificate, Seneca College

1995 B.A. International Relations, Honours, York University