

# HEATHER LIBBY

Marketer | Award-winning Writer | Communication Specialist

## Summary of Qualifications

For the better part of a decade I have worked in communications, marketing and advertising. I am comfortable with all aspects of developing successful public relations programs, including media writing, special event coordination and website design/maintenance. My expertise has helped my previous employers win awards, increase sales and build their community profile. I pride myself on creating clear, engaging experiences that make people take notice.

Adept at Windows/MacOs operating systems, Microsoft Office, Adobe Photoshop /Illustrator/ InDesign, Dreamweaver, Filemaker Pro and FTP.

- Media and Business Writer
- New and Emerging Media Savvy
- Project Manager and Event Organizer
- Web Developer & Manager (including Dreamweaver)
- Community-minded

## Work Experience

### **Communication Officer**

#### **BC Alliance on Telehealth Policy and Research**

**2008 - Present**

- Development of all promotions, marketing materials and knowledge translation for health research team, including web design, video production and newsletter management.

### **Copywriter**

#### **Suburbia Advertising**

**May 2006 – 2008**

- Copywriting and brand development for award-winning advertising agency.
- Idea generation for various media and pr campaigns, including concept development and media writing.

### **Embrace Aging Month Coordinator**

#### **Greater Victoria Eldercare Foundation**

**September 2005 – May 2006**

- Secured media coverage included a 16 page supplement in the Times-Colonist newspaper, various TV features and an interview on the popular CBC radio program 'All Points West'.
- Developed and executed all aspects of marketing, administration, operation and infrastructure for month-long, community-wide senior's festival, the first of its kind in North America.
- Designed, developed and maintained 200+ page Embrace Aging website.

# HEATHER LIBBY

Marketer | Award-winning Writer | Communication Specialist

## **Lottery Coordinator**

### **Shopping Spree Lottery**

**January 2005 – July 2005**

- Infrastructure development, operations management and public relations for a first-year registered community lottery benefiting seniors and veterans.

## **Manager, Wine Sales & Merchandising**

### **Victoria Estate Winery**

**July 2003 – November 2004**

- Wrote quarterly investor reports, media articles, press releases and the winery e-newsletter.
- Responsible for direction and development of an aggressive wine sales program in British Columbia and Alberta while meeting monthly sales targets.

## **Sr. Promotions Coordinator**

### **HOT 103 Radio**

**September 2001 – July 2003**

- Concept, organization and execution of all on-air/on-site radio promotions.
- Wrote promotional packages, promo scripts, website content and monthly email newsletter to 10,000 members.
- Managed the day-to-day operations of the Promotions Department.

## **Webmaster**

### **Theatre SKAM**

**2001 - Present**

- Design, development and maintenance of all web content for the Theatre SKAM website.

## **Education**

- Bachelor of Arts (Honours) in Theatre History and Arts in Canada, University Of Victoria, 2001

## **Awards and Accomplishments**

- Contributor, 'Unfiltered' Magazine – winner of 2008 Graphex Award
- Wrote Victoria Estate Winery Business Plan and the award-winning application for the 2004 Greater Victoria Chamber of Commerce "New Business Award".
- Organized and executed the Christmas Charity Food Drive "A.J.'s Cruze for Food" in conjunction with Thrifty Foods. In its two-year history, this event raised more than 36,000 pounds (or the cash equivalent of \$80,000) of non-perishable food donations for the Mustard Seed Food Bank. Nominated for the Canadian Association of Broadcasters "Promotion of the Year" Award and the BC Association of Broadcasters "Community Outreach" Award.