

DAVID SHAW

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Summary of qualifications

Creative communications practitioner and writer with expertise working in electronic media.

Career experience

Electronic Media Writer

Canadian Dental Association

Nine-month contract, (current-position)

- Contribute content to CDA website, electronic, and paper journal, including articles, interviews, and news items
- Act as webmaster for national site, posting and maintaining content in both official languages – requiring daily use of HTML, Java, Photoshop, Powerpoint, FTP and Dreamweaver
- Write and distribute email blasts to membership
- Edit and post audio and video presentations for web
- Work with all departments to write and post web and news content
- Respond to requests for use of online material, in liaison with legal department
- Monitor media, news groups, blogs, and provincial web sites for news and information of interest to membership

Client Services Manager

Barry McLoughlin Associates

2005-2007

- Client relations for a prominent local media and communications training organization
- Performed Executive Assistant duties for two busy professionals
- Wrote marketing materials
- Distributed a monthly electronic newsletter
- Wrote responses to government and private sector requests for proposals
- Conducted sales initiatives
- Organized seminars
- Conducted media training sessions
- Corresponded with communications departments in high-end government and private sector offices
- Operated technical audio/video equipment
- Managed small office
- Created PowerPoint presentations

Writer/ Researcher

Yellow Pages Group

2006-current

- Contributing writer of profiles of local businesses for the online Yellow Pages

Contributing Writer

Press Review magazine

2006

- Wrote articles and conducted interviews on subjects such as radio personality Lowell Green, MacLean's' chief photographer Peter Bregg, and Winners of the World Photography competition

General Strategic Communications**CBC/Radio Canada**

Five-month contract, 2005

- Wrote public service announcements, news releases, and on air promos.
- Conducted media and audience relations
- Built list of media contacts
- Acted as communications project lead and publicist for local broadcasts of CBC Radio's *GO!*
- Assisted in planning, implementation, and execution of community outreach and programming events

Academic qualifications

**Public Relations Diploma,
Algonquin College**

2003-2005

- Classes in web design, writing, photography, layout and design, public relations theory, persuasion techniques, research, advertising, fund raising and French
- Hands-on experience was provided through fieldwork, an annual fundraiser, the Algonquin Student Public Relations Agency, self-directed learning and a work-term at CBC Ottawa

Recent volunteer positions 2005-2007

Board Member, Communications - current**Ottawa Children's Choir**

- Member of the board for a not-for-profit organization
- In addition to board related duties, responsible for maintaining website and crafting communications

Web Designer**Cannonball Pit Stop**

- Web designer and writer of all content for this site

Publicist**Odyssey Theatre/ GOYA Theatre**

- Publicist for theatre season. Received coverage in all local daily newspapers, and on local television media

Publicist**Centretown Movies**

- Received promotional coverage in daily and community papers, and on local television
- Wrote press releases for individual screenings