

Lindsey Bertrand

Vancouver, BC ■ 778-238-7710 ■ lindsbertrand@gmail.com ■ lindseybertrand.ca

Lindsey Bertrand is a communications professional specializing in complex issues. Over five years she has worked to advance strategic media relations and innovative public engagement efforts.

Education

Simon Fraser University

Bachelor of Arts in Communications — 2010

Langara College

Certificate in Advanced Project Management — 2014

Recent Experience

Canadian Centre for Policy Alternatives

Communications Officer — January 2014 to present (contract)

- Coordinating the development and publication of research reports
- Writing and pitching media releases, training spokespeople, and tracking media coverage
- Developing and executing web-based grassroots fundraising drives
- Maintaining and optimizing online communication channels (website, social media, e-newsletters)

Major projects and accomplishments:

- Online fundraising drive: Developed and executed the first major online fundraising drive for the organization, comprising a series of targeted email blasts and landing pages. The drive exceeded fundraising goals and was met with positive feedback from an emerging community of donors.
- Publication production: Coordinated production and release of several reports and studies including *Path to Prosperity? A Closer Look at British Columbia's Natural Gas Royalties and Proposed LNG Income Tax*, *Precarious: Temporary Agency Work in British Columbia*, and *Preparing BC for Climate Migration*.

OpenMedia

Communications Manager — August 2010 to August 2013

- Managing communications, design, and web development teams
- Planning and project-managing campaign launches
- Media relations, including acting as a spokesperson
- Online content development
- Website maintenance and optimization
- Presenting and participating on panels at special events, university classes, and workshops

Major projects and accomplishments:

- Time for an Upgrade (study): Oversaw the analysis, research, writing, and press strategy of study about the lived realities of cell phone users, and presented the results before the CRTC. The launch

- received national coverage, including coverage from broadcast, radio, print, and online sources.
- Stop Online Spying (coalition campaign): Led communications and media relations for this campaign to prevent Lawful Access (Bill C-30) from passing through Parliament, including issue monitoring and liaising with civil liberties groups, lawyers, and academics. After over a year of campaigning, the government announced Bill C-30 would be dropped due to public opposition.
- Weekly News Updates (videos): Wrote, appeared in, and edited weekly updates on digital policy issues and OpenMedia's work. These updates appear in various online publications, and clips have appeared on broadcast news shows including CBC's The National.
- Stop The Meter (campaign): With the Executive Director, designed a petition and other resources to encourage Canadians to stand against widespread usage-based Internet billing. This campaign grew OpenMedia's community of supporters from 20K to over 500K, and paved the way for the organization's growth and future success.

Rick Hansen Wheels In Motion

Communications Coordinator — January 2010 to August 2010

- Interviewing with grant recipients, athletes, and public figures
- Developing online content (website, social media, newsletters)
- Implementing strategic media plans and training spokespeople
- Developing and implementing an analytics plan

Major projects and accomplishments:

- ColourWheels Art Gala: Was the lead on media relations, arranged press interviews with artists, designed and wrote artist profiles, and oversaw the creation of collateral.
- Wheels In Motion (national event): Assisted in the execution of the communications strategy for a national event that raised over \$1 million.

Other Experience

- Board Member, Canadian Institute for Information and Privacy Studies Society
- Computer Tutor, Neil Squire Society
- Organizing Committee Member, The Media Democracy Project
- Accounting Assistant, SunOpta Grocery West
- A variety of sales and customer service positions while attending university and high school

Skills

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|------------------------------------|-------------------------------------|---------------------------------------|
| ▪ Campaign development | ▪ Database/CRM management | ▪ Some graphic and publication design |
| ▪ Media relations | ▪ E-blasts and newsletters | ▪ Team management |
| ▪ Stakeholder and member relations | ▪ Writing and knowledge translation | ▪ Advertising |
| ▪ Online infrastructure | ▪ Public speaking | ▪ Publishing |
| ▪ Data analytics | | ▪ Conversational French |

References available upon request.