



JAIMIE ROEBUCK

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JR

EXPERIENCE

WOMEN'S COLLEGE HOSPITAL

Communications Advisor

2021 to present

Communications Specialist

2019 to 2021

Communications & Marketing

- Create and implement award-winning communication plans aligned with the Women's College Hospital brand and its strategic direction
- Collaborate cross-departmentally to move projects from concept to completion under tight deadlines
- Lead strategic initiatives, leveraging opportunities for profile-building and increased influence in the broader healthcare system
- Build and maintain relationships with stakeholders, partners, project teams and related decision-makers
- Develop original internal and external content, including speaking remarks, brochures, op-eds, articles, website copy, media pitches and key messaging briefs
- Review and transform complex, medical and research content into compelling plain-language writing
- Participate in quality improvement initiatives, including leading all communications around Hospital Accreditation 2022
- Manage strategic COVID-19 communication tactics, including web content, patient-facing webinars, multi-language vaccine video campaigns, on-site support at vaccine clinics and reactive measures to emergency codes

Media Relations & Social Media

- Maintain and grow relationships with local, regional and national media including broadcast, print and digital outlets
- Launch impactful media relations and social media campaigns that align with key awareness days, including Breast Cancer Awareness Month
- Counsel key spokespeople and staff at all-levels, including senior management, around media training
- Manage all digital communications, social media and web presence for the women's cancers, family practice and refugee clinic teams
- Created a social strategy for the CEO's Twitter account, growing her platform by 1,380% in one year [47 to 697 followers]

Conferences & Events

- Execute conferences and events, notably the first-ever virtual nationwide Breast Reconstruction Awareness Day, a year-long cancer webinar series and a conference about technology and its impact on women's health
- Manage external suppliers, including graphic designers, caterers, videographers and photographers as required
- Oversee organizational award submissions for signature events, including tracking, writing, submitting and promotion
- Participate on steering committees as needed for hospital-wide initiatives, including the annual United Way campaign

PARADIGM PUBLIC RELATIONS

Account Executive

2017 to 2019

Account Coordinator

2015 to 2017

Communications & Marketing

- Led key communications projects on diverse portfolios, including consumer and retail companies, not-for-profit organizations, personal care, baby, kitchen appliance and beverage brands
- Developed compelling and creative content, including media pitches and briefs, press releases, backgrounders, newsletters, website materials, social media content and case studies
- Supported new business pitches, winning the Reinhart's Cider account

Media Relations & Social Media

- Managed the CEO of Toys "R" Us Canada's national media tour, generating a 40% sales increase for the brand
- Proficient with social media channels and scheduling platforms, including Twitter, Facebook, LinkedIn, Instagram, YouTube, Hootsuite and TweetDeck
- Launched the Canadian Hawaiian Tropic Instagram account, gaining 1,500 followers in less than three months; re-branded and grew the Luxe Appliance Studio Instagram handle by over 330% in less than a year

Conferences, Events & Launches

- Organized press conferences, including the Amazon fulfillment centre groundbreaking in Ottawa with Prime Minister Justin Trudeau
- Spearheaded philanthropic and community-based projects, including Amazon's \$10,000 donation to launch the expansion of MakerSpace Brampton's accessible STEM-based learning with a new mobile STEM van

EDUCATION

University of British Columbia [Online]
Copywriting Certificate

2018

Seneca College
Post-Graduate Certificate, Corporate Communications and Public Relations

2014

Queen's University
Honours Bachelor of Arts

2013

CORE SKILLS

- Powerful **storyteller** with the ability to tailor pieces for specific audiences
- Excellent **creative, technical and persuasive writing** skills
- Detailed **editor** with broad knowledge of The Canadian Press Stylebook
- Strong **project management** skills
- Experience with **issues management** and **crisis communication**
- Extensive knowledge of the **media** landscape
- Skilled at optimizing **digital and social platforms**
- **Flexible** and **easily adaptable** to change
- Pragmatic and creative **problem solver**
- Strong **relationship builder**
- Committed **mentor** to junior staff
- Sound ability to **engage stakeholders**

RECENT AWARDS

- IABC Gold Quill Award of Excellence for Special Events
- IABC Ovation Award of Excellence for Communication Skills

2021

2021