

Gabrielle Harvey

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Employment Experience

199x to present

Director of Strategic Planning and Community Relations
Canadian City Environmental Management Branch

Responsibilities include:

- Manage and lead the community relations section comprised of 25 employees
- Lead and coordinate annual and long-term strategic plans for the Canadian City's environmental management system
- Lead an issues management program – identify emerging issues, develop strategies, coach senior managers and act as spokesperson
- Develop and oversee public education, community relations and volunteer programs using the multiple functions and disciplines of community-based social marketing
- Establish and maintain positive relationships with key stakeholders including media, school systems, environmental organizations, private sector partners and other orders of government
- Develop school programs and resources to engage teachers and students in waste reduction learning
- Manage an annual budget of \$2.3 million and develop the long range and annual budget requirements of the section

Noteworthy achievements/awards:

- Provincial Award in 2004 for environmental education programs
- Gold award from North American Environmental Association for Project C recycling program, which achieved a 77% participation rate in its first year
- Develop and deliver workshops on community-based environmental planning in Asia for 4 weeks at the invitation of the Federation of Canadian Municipalities
- Achieve some of North America's highest municipal participation rates in recycling, composting, grasscycling and other sustainable waste practices
- Canadian New Media Award, for the creation of an interactive website and educational package about Canadian City's world renowned waste system

198x to 199x

Self-employed (sample projects)

- Manage a \$250,000 image library project for Provincial Tourism, including recruiting photographers, liaising with tourism zones and overall project management over nine months
- Guest editor, regular contributor and marketing manager for provincial environment magazine
- Develop communications strategy and action plan to launch community-based policing in Canadian City
- Develop communications strategies, write speeches and media backgrounders for a Canadian Economic Diversification region
- Various writing contracts, including magazine feature writing, speeches for provincial government ministers, film scripts and media backgrounders
- Develop an award-winning multi-media family violence campaign for Provincial Justice
- Conduct publications audit and focus group interviews and develop communications strategy for a government agency
- Develop a multi-media social marketing program for the Canadian City's Environmental Management branch including sponsorship programs, media relations strategies, cross-promotions and advertising to entice citizens to reduce their waste
- Develop media relations strategies and advertising campaigns for the municipal chapter of a national environmental society and worldwide environmental publication

198x – 198x

Senior Projects Officer, Provincial Government Department

- Provincial Tourism: provide direction to advertising agencies and manage the production of all tourism literature and promotions for international and domestic markets
- Develop communications strategies for 'Company Travel' promotions, including multi-media advertising, direct mail, video production and trade show exhibits
- Coordinate the production and promotions for an interpretive pre-Olympics 60' exhibit trailer touring the U.S. for 18 months
- Provincial Labour: counsel senior management and the minister on effective public relations strategies including issues management
- Establish effective media relations during high profile labour disputes
- Provincial Manpower: provide direction to advertising agencies to coordinate multi-media campaigns for job creation programs and career development services
- Develop concepts and coordinate a wide variety of career planning publications and audio-visuals including two award-winning dramatic films

Education

201x – Enrolled in Athabasca University, Bachelor of Professional Arts program

198x – Management Development, Local University, 5 courses

198x – Diploma, Advertising and Public Relations, Local College

198x – 201x – a wide variety of leadership courses and conferences

Member of IABC

Additional Languages

Italian (basic)

Volunteer work/interests

- Long-term volunteer with a national environmental society
- Local College MountainClub
- Canadian City Jazz Society
- interests include competitive cross-country skiing, mountaineering, travel