



K. Elizabeth Gilbert  
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Communications & Marketing Advisor  
**Curriculum Vitae**

## Communications Strategy

*Good design supports and reinforces the messages. I have maintained a focus on the building blocks of communications: audience identification and targeting, media selection, sourcing and production management.*

My work in the development and implementation of communication workplans has included:

- The Giant Mine Project campaign: I oversaw all product development, incorporated many media including radio, TV, and print ads, video production, posters, kit folders, fact sheets, and website. Materials were produced in English, French, Dogrib and Chipewyan, meeting all time and budget targets. RDG Circle of Excellence 2002 – Giant Mine Public Information Campaign Team; RDG Circle of Excellence 2003 – Giant Mine Public Information Campaign Team
- NWT Regional website
- Youthbuzz website
- Internal communications workplan for NWT Region Mission and Vision

I have also been responsible for the writing and editing of Government of Canada communication plans, brochures, posters, advertising, and internet copy, including:

- Corporate ID development for the NWT Geoscience Office and the Northern Gas Project Secretariat
- INAC-NWT Region Communications Skills Notebook

## Project Management

*I have been working on supplementing my practical nature and results-oriented approach to work planning with a post-secondary project management certificate program.*

- Certificate courses completed: Project Management, Human Resources and Communications, Integration and Scope, Time and Cost Management, Quality Management, and Risk Management
- Experience in contracts administration, preparation, RFP and tendering processes: Mackenzie Valley Pipeline Video project "You Asked, and We Answered"
- Conference and event coordination - facilities, travel, promotion: 2005 NWT Leaders' Network Forum 2005; Fitness Conferences for Yellowknife Racquet Club 2003, 2004 and 2005

## Work History

**Communications Officer (A/IS-04)**  
Communications, Marketing and Consultation  
Indian and Northern Affairs Canada  
April 2005 - present

**Communications Officer (IS-03)**  
Communications, Marketing and Consultation  
Indian and Northern Affairs Canada  
Oct 2001 - March 2005

**Graphic Designer**  
Outcrop Communications Ltd.  
Aug 1999 - Oct 2001

**Partner/Owner**  
Outcrop Communications Ltd.  
Aug 1999 - Mar 2001

**Fitness Director and AFLCA Pro Trainer for the NWT (2005)**  
Yellowknife Racquet Club  
Sept 1999 - Present

**Partner/Managing Director**  
Duct Tape Omnimedia Inc.  
Apr 1996 - Aug 1999

**Owner/Operator**  
Leapin' Lizard Designs  
Mar 1991 - Present

## Communications Advice and Planning

*As a central resource on design, production and website development for the NWT Region Communications, Marketing and Consultation group, I provide advice and planning assistance to a number of internal clients throughout the Department. My planning team work includes:*

- 2002-2004, Information Management/Information Technology Committee Member
- SID Viewer Planning Team - Science and Technology Award
- Pathfinder Planning Team (A Guide to Mineral Exploration and Development in the NWT - website)
- Internet and Intranet advisor to INAC Programs and Directorates. Currently the content and technical manager of both websites. Acting temporarily as the Web Specialist since August 2006
- Integrated Land Resource Framework Initiative (ILRF). Technical and User Interface consultant

## Issues Management

*My work as a team member contributing to many portfolios has provided me with a familiarity with the processes and techniques of issues management. Although involved on the edges of issues management efforts, I have developed an understanding of the pressures and protocols. My issues management involvement has included:*

- Giant Mine Project Team and Ice Road closure public notifications, etc.
- INAC approved media spokesperson training

## Interdepartmental Co-operation

*I am frequently called on to participate in interdepartmental initiatives, working with colleagues in the Government of the Northwest Territories, the NWT Federal Council, Aurora Connect, the National Managers' Committee and other partners.*

- NWT Leaders' Network Forum 2005 – Communications Advisor and Representative on the planning team for the February 2005 conference. In addition to providing communications advice in the planning stages, I developed and implemented a workplan to develop a website and marketing products for the conference. I developed the concept, wrote and edited copy, and designed and produced the marketing materials
- I was responsible for the design and production of the highly popular 2001 Gwich'in Elders calendar for the Gwich'in Social Cultural Institute

## Education

### FORMAL EDUCATION

2005-2006, Mount Royal College, Calgary, Alberta

#### **Project Management**

##### **Extension Certificate:**

Completed following courses towards accreditation from the Project Management Institute:

- Project Management, An Overview
- Project Management, Human Resources/Communications
- Project Management, Integration & Scope Management
- Project Management, Quality Management
- Project Management, Risk & Procurement
- Project Management, Time & Cost Management

1992, McKay Technical Institute, Saskatoon, Saskatchewan

#### **Desktop Publishing/Graphic Arts Diploma, First in class**

1989, St. Patrick High School, Yellowknife, Northwest Territories

#### **Advanced Diploma with Honors**

### OTHER COURSES AND WORKSHOPS

*Communications Related:*

- 2005, Project Management in the federal government, Public Service Canada
- 2005, MS Project, Level 1 and 2
- 2002, Media Spokesperson Training
- Dreamweaver MX, Tamarack Computers & Macromedia Studio
- Introductory Contract Management, GNWT
- Attended professional development sessions delivered by International Association of Business Communicators (IABC)

## Mentoring and Coaching

*Building on my natural disposition to help people, I have sought out opportunities to provide a range of assistance to colleagues, including acting as a coach and guide.*

- As part of my function within the Communications and Consultation directorate, I am an advisor to colleagues and program representatives on a number of Federal and Departmental policies, including the Federal Identity Policy, INAC and Government of Canada Internet/Intranet publishing policies, Communications Publishing Policy and the Official Language Act.
- I have made myself available throughout the last year to provide guidance to a member of the team who is learning the basics of design and publishing as an Acting IS-03.
- I have developed and delivered a number of mini-sessions for new INAC Communications and programs staff on the requirements of the Federal Identity policy and on processes for developing marketing materials for the Region.
- Many people still come to me as a 'go-to' person for tips and troubleshooting on a number of topics from design to contract management to information technology.
- I have worked closely with NWT Leaders' Network staff to guide them through the complexities of marketing and promotion.
- I assisted a colleague with the process of reviewing and refining a major Request For Proposals for INAC National Headquarters.

## Other Accomplishments

*There are a number of other initiatives in which I am proud to have been a key player:*

- "The Big Picture" Booklet (contaminated sites summary): While working on a series of contaminants fact sheets, I collaborated with a colleague on the idea of gathering all of the information into a single product. The resulting booklet has gone on to gain attention from senior management at HQ and other regional offices. Nunavut and the Yukon are now developing versions of the booklet for contaminated sites in their Regions. A flash version of the booklet has also been developed.
- The Mackenzie Pipeline Cooperation Plan had a limited budget and had less than a week available for concept, writing, design and production. I designed the plan in English and French and had it printed and distributed both in hard copy and on the web. I received an internal award for my work.
- I was awarded Business Development Bank of Canada's Young Entrepreneur Award for the Northwest Territories in 1998.
- I received the NWT Chamber of Commerce's Young Entrepreneur of the Year award in 1998.

## Education Continued...

### OTHER COURSES AND WORKSHOPS

- 2006, French: Block 1 & 2
- 2005, AFLCA Pro Trainer Course: includes facilitation, learning styles and leadership skills.
- 1997, Introduction to Financial Information Systems, GNWT

## Computer Software

### MAC AND PC PLATFORM

- Microsoft Suite: MS Word, Excel, PowerPoint, Access
- Macromedia Studio: Dreamweaver MX, Fireworks MX
- Adobe Creative Suite 2: Illustrator, Photoshop, Acrobat
- QuarkXPress 6.1

## Other Expertise

### **Design, layout and production**

I have over 16 years' experience in the design and communications industries as a designer, manager and entrepreneur. My portfolio includes print, web, radio and television advertising, forms and manuals design, newspaper, magazine and book layout, brochures, posters, videos, tradeshow displays, and any number of promotional premiums. I have an extensive network of industry contacts and relationships.

### **Information Technology**

I have been using computers to make a living since I was 18. Wherever I work, I am one of the people that co-workers come to for tips and assistance.

- 17 years' PC-Windows and Macintosh experience
- Office applications: Word, Excel, Access, PowerPoint, WordPerfect
- Project Management – MS Project
- Design and layout applications: QuarkXPress, Adobe Pagemaker, Adobe Photoshop CS, Adobe Illustrator CS, Macromedia Fireworks MX
- Web applications: Macromedia Dreamweaver MX, HTML Basics, Flash

## Work/Life Balance

*In order for me to do my best and most efficient work, I take care to ensure that I balance out my lifestyle with fitness, teaching and volunteer work.*

*Many of my outside activities as a trainer, program coordinator and volunteer have direct benefits for my professional life, giving me skills, knowledge and supervisory experience that directly inform my communications efforts.*

- 2005-2006, NWT Breastfeeding Association volunteer work
- 2001-2003, Yellowknife Coast Guard Auxiliary search and rescue volunteer
- 2004-2005, Trainer, NWT High Performance Basketball Team
- 2000-2004, Run for the Cure – cancer fundraising event volunteer
- 2005, Red Cross First Aid & CPR
- 2000-2004, Member of Yellowknife Rotary Club

Teaching and promoting fitness and co-ordinating the Yellowknife Racquet Club's extensive fitness programming is a way for me to also an important factor in keeping me energized.

- Alberta Fitness Leadership Association (AFLCA) Pro Trainer for the NWT
- AFLCA Certified Fitness Instructor
- Specialties in Pre-natal and Postnatal fitness, personal training, Pilates, and Keiser SPIN

