

**Nathalie Landry**  
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#### AREAS OF STRENGTH

- Trilingual (French, English, Spanish)
- Strong writing skills including communication strategies, reports, presentations, newsletters, news releases, brochures, advocacy and marketing materials
- Excellent public speaker with experience facilitating groups and delivering presentations and workshops
- Experience managing volunteers and working with Boards of Directors
- Cross cultural/work overseas experience
- Computer literate, including Microsoft Office Suite (Word, Publisher, PowerPoint presentations, Excel spreadsheets and Access database management), graphic design software (Adobe InDesign, Photoshop and Illustrator), film editing (Adobe Premiere and Final Cut Pro) Web applications (search engines, email, Web content development in Macromedia Dreamweaver, Microsoft Front Page and Dot Net Nuk) and Social Media (RSS, blogs, wikis, and social media sites)
- Very organized and resourceful
- Team player with strong interpersonal skills
- Selected in 2013 as one of Atlantic Canada's 50 Top Emerging Leaders by 21inc.

#### EDUCATION

Bachelor of Arts in Communications – *Université de Moncton* (Moncton, Canada), 2005

Other courses/training:

- Training in Teaching English as a Second Language (TESL): TESL 60 hours Certificate, TESL Grammar 20 hours Certificate, TESL Teaching Business English Certificate, TESL Teaching English One-to-One Certificate.
- Training in Art of Hosting and Harvesting Conversations that Matter/Collaborative Leadership, Dieppe, Canada, 2011
- Certification in Adobe InDesign CS3 – Eliquo, Ottawa, Canada, 2008
- Certification in Macromedia Dreamweaver CS3 Advanced – CompuEase, Ottawa, Canada, 2007
- Media relations/spokesperson training workshop – Interplay Creative Media, Ottawa, Canada, 2007
- Spanish: Intermediate level language immersion study, Expanish, Buenos Aires, Argentina, 2009
- Filmmaking: Training in digital filmmaking, including shooting film on location and editing, Nova Scotia College for Art and Design, Halifax, Canada, 2010. Chosen as a semi-finalist for Canada's National Film Board's *Tremplin* contest for emerging filmmakers in 2011.
- CPR C & AED- Standard First Aid Certification - St. John Ambulance, Moncton, Canada, 2011

#### WORK EXPERIENCE: COMMUNICATIONS, MARKETING AND PUBLIC AFFAIRS

**Owner/Consultant, *Écho Actions Communications*, Moncton, Canada, July 2012-present**

- *Écho Actions Communications* offers communications consulting services to entrepreneurs, businesses, community leaders and not-for-profit organizations dedicated to helping shape a more just, sustainable and healthy world. *Écho Actions* helps its clients create and use effective communication strategies and tools to increase their visibility, enhance advocacy, public outreach and education campaigns, and get their products and services better known. Portfolio available online: [www.echoactions.ca](http://www.echoactions.ca).

**Policy, Research and Communications Coordinator, The Greater Moncton Chamber of Commerce, Moncton, Canada, February 2011-January 2012**

- Wrote news releases, letters and opinion articles, coordinated media coverage and supported the Chamber's advocacy initiatives with various stakeholders to help create a positive economic climate and favourable opportunities for entrepreneurs.
- Led a Web site redevelopment project and oversaw all online communications including social media, e-newsletters and email campaigns.
- Coordinated the production of a new bi-monthly magazine for the business community.
- Translated, edited and proofed all written communications.

**Communications Officer, *Le Conseil de développement économique de la Nouvelle-Écosse (CDENE)*, Halifax, Canada, August 2009-February 2011**

- Implemented a communications strategy and supported projects focussed on sustainability, community development and business growth in the French Acadian communities of Nova Scotia.
- Produced all publications (print and electronic newsletters, annual report, brochures and advertisements) ensuring brand consistency and language quality. Redesigned all publications in order to improve the image of the organization.
- Oversaw a Web site redevelopment project in order to improve online marketing for the organization.
- Managed media relations (news releases, press conferences and media coverage).

**Communications and Project Support Officer, Canadian Association of Second Language Teachers (CASLT), Ottawa, Canada, August 2006-March 2009**

- Oversaw the production of all publications, including brochures, information kits, member recruitment/information packages, bilingual magazine, e-newsletters, annual reports, research reports and teacher support resources.
- Organized a media round table on increasing the effectiveness of CASLT's public advocacy initiatives with representatives from the media. Supported media spokesperson training for Board of Directors and National Council volunteers.
- Oversaw the production and marketed the distribution of bilingual podcasts (audio programs) on best practices in second language education.
- Coordinated the production of a series of advocacy posters in English, French, Spanish, German, Japanese and Mandarin, showcasing the benefits of language learning.

**Parliamentary Guide, Library of Parliament, Ottawa, Canada, May-September 2004**

- Gave tours of Canada's Parliament in both French and English, adapting tours to various groups.

**Communications Intern, Department of International Relations, Quebec, Canada, May-September 2003**

- Created various promotional tools for the department, including a presentation on Quebec's role within the international francophone community and content for the department's Web site.
- Assisted staff with creating information packages to give to delegates on official visits.

**Research Intern, Rogers TVNB (community television), Moncton, Canada, January-May 2001**

- Researched themes and booked guests for public affairs television show.
- Camera work and interviewed guests for short montages.

## WORK EXPERIENCE: VOLUNTEER AND FREELANCE

### **Volunteer Mentor, Enterprise Greater Moncton Business Immigrant Mentorship Program (BIMP), October 2013-present**

- Advise small business owners on marketing/public relations and deliver workshops to the BIMP program participants.

### **Communications Innovator (Consultant), Youth Challenge International, Tanzania, January 2012- March 2012**

- Recruited by Youth Challenge International to work with their partner, ZANGOC, a network organization of over 45 NGOs and community groups throughout Zanzibar (Tanzania). Developed tools and strategies to help ZANGOC and its member organizations share information better within their network and increase their profiles among stakeholders and potential donors/partners. Phase one of the project focused on creating a website and teaching ZANGOC staff, volunteers and members how to use it. Phase two focused on delivering Public Relations and Advocacy workshops focused on teaching ZANGOC members to create communication tools based on their needs.

### **Freelance work producing promotional video clips for youth community leadership project *Faut que ça bouge*, 2010**

- Filmed, edited and packaged promotional videos showcasing testimonials from the youth participants of the *Faut que ça bouge* program. The video clips were disseminated on social media sites in order to increase visibility of the program and recruit participants for the next year.

### **Volunteer Media Lead, Fusion Halifax Sustainability Action Team, 2010-2011**

- Helped team with organizing public advocacy events focussing on sustainability issues, such as *Green Light Halifax* - a public forum on transportation in Halifax.

### **Mentor, Big Brothers Big Sisters of Greater Halifax, 2010-2011**

- Acted as mentor for a young girl from impoverished neighbourhood and organized activities for her on a regular basis.

### **Travel writing, 2005-06**

- Published travel articles while traveling in South America over 3 months in 2009.
- Published articles and kept an online journal chronicling travel experiences while backpacking and working in Australia over 8 months in 2005-06.

## INTERESTS

**Travel:** open-minded and curious traveler who always makes the effort to learn about local traditions and culture. Keen interest in international development, cross-cultural exchange, language study, and eco/sustainable tourism travel opportunities.

**Pilates and yoga:** takes classes regularly.

**Literary arts/filmmaking:** contributes to local literary circles, writes poetry and short fiction pieces, and participates in filmmaking workshops.

**Community involvement/volunteerism:** active in various community groups and always willing to lend a hand or lead initiatives aimed at community development.