

CAROLYNE VAN DER MEER

SENIOR STRATEGIC
STORYTELLER AND PUBLIC
RELATIONS CONSULTANT

“COMMUNICATING
FOR IMPACT AND
INFLUENCE”

HOW TO HIRE ME

Pricing/rates are determined depending on the scope of work and the required level of expertise.

> **BY HOURLY RATE**

> **BY CONTRACT**

☎ 514 293 8481

✉ vandermeer.carolyne@gmail.com

CORE COMPETENCIES

- > Storytelling and wordsmithing
- > Content creation and development for marketing and communications collateral
- > Brand stories
- > Thought leadership strategy
- > Magazine journalism (mainstream and industry/trade publications)
- > Media analysis and strategy
- > Media training
- > Internal communications strategy and counsel
- > Coaching for writers
- > Ghostwriting
- > Editing and deep revision

PROFILE

A highly-creative and multi-talented communications professional with experience in content creation, journalism, media relations and internal communications. Exceptional collaborative and interpersonal skills; dynamic team player who rallies people around a cause or belief. Award-winning writer and content creator who can build every aspect of your marketing collateral. Passionate and inventive designer of internal communications strategies and plans. Experienced media analyst and strategist, media trainer and writing coach. A decade of experience teaching and leading workshops. A talent for building strong and lasting partnerships. Accustomed to performing in deadline-driven environments.

ACHIEVEMENT HIGHLIGHTS

CURRENT CONSULTING PRACTICE – Have worked with companies in a variety of industries and sectors including high-tech, construction, automotive, healthcare, arts and culture and not-for-profit. Some recent work was done through a long-term contract with CASACOM, House of Communications. Projects included content development, media coverage campaigns, internal operational audits and recommendations and media training.

POMERLEAU - Responsible for corporate-wide national communications program including internal and external communications; event development and management; digital, graphic and web communications; media relations; and CSR. Developed communications function across the organization and took a 2-person department to a full-service team of 10 professionals within 6 years.

MAGAZINE JOURNALISM – Award-winning writer with articles published in more than 100 different magazines and journals. Subjects include aerospace, cybersecurity, media analysis and PR, arts and culture, literature, interior design, food, parenting, Olympic sports, equestrian sports and running.

TRAINING, TEACHING AND LEADING WORKSHOPS – Have been teaching in McGill University's Public Relations and Marketing Communications program for 10 years, where specialties are issues management and writing. Lead workshops for Quebec Writers' Federation in different writing areas. Experienced media trainer for the corporate environment.