

# CAROLYNE VAN DER MEER

SENIOR STRATEGIC  
STORYTELLER AND PUBLIC  
RELATIONS CONSULTANT

“TELLING YOUR  
STORY FOR  
IMPACT AND  
INFLUENCE.”

## NEED MY SERVICES?

Pricing/rates are based on the scope of work.

> **BY HOURLY RATE**

> **BY CONTRACT**

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💻 [cvdmcommunications.com](http://cvdmcommunications.com)

## CORE COMPETENCIES

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

## PROFILE

A highly-creative and multi-talented communications professional with experience in content creation, journalism, media relations and internal communications. Award-winning writer and creator who can build every aspect of your marketing collateral. Exceptional collaborative and interpersonal skills; dynamic team player who rallies people around a cause or belief. 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 the aerospace, automotive, construction, education, engineering, healthcare, real estate and simulation fields as well as the arts and culture and not-for-profit environments. Have also provided services to PR agencies. Projects have included strategic content creation, media strategy, communications audits and plans, and media training and mentoring.

**CORPORATE COMMUNICATIONS EXPERIENCE** – Have been on staff with companies specializing in telecom, aerospace, transportation and construction. Management experience includes a directorship for Pomerleau Inc. (2013-2019), where I was 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 a full-service communications function across the organization and took a 2-person department to 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** – Lecturer in McGill University's Public Relations and Marketing Communications program for past 10 years, where specialties are issues management and writing. Lead workshops for various arts organizations in different writing areas. Experienced media trainer for the corporate environment.