

Michelle Cormack

graphic designer + communication consultant

[professional experience]

a girl named fred [design + communication]

2007–present

designer & communication consultant

A girl named fred is my freelance graphic design and communication consultancy. Clients include: Puzzlewood Communication, Garnish, Avocado Kiss, BC Transmission Corporation and the National Hydrogen Association.

Ballard Power Systems

2004–2007

manager, corporate relations

Ballard Power Systems, a Vancouver-based, publicly-held company listed on the TSX and Nasdaq stock exchanges, is recognized as world leader in fuel cell design, development and manufacture. Reporting directly to the Chief Financial Officer, I led a team of five communications professionals with responsibility for all aspects of Ballard's corporate communications: investor relations, public and media relations and issues and crisis management.

Hill & Knowlton

1999–2003

vice president, communications

Hill & Knowlton is one of the world's leading communication agencies. During my tenure with the company, I was responsible for Western Canada public and media relations for a wide variety of clients, including the BC Securities Commission, BC Salmon Farmers Association, Compass Group Canada, Purolator, VIA Rail Canada, Trade New Zealand and Bell Mobility. I spent two years in the Toronto office prior to moving to Vancouver, where I managed the relationship with Microsoft Canada and led a 20+ person account team.

Royal Bank of Canada

1998–1999

assistant manager, public affairs

During my time with Royal Bank, I provided communication counsel and implementation for Ontario District—the bank's largest operational division with more than 480 branches and 15,000 employees. Primarily responsible for internal communications, I developed content and edited the monthly employee newsletter and quarterly video newsletter. I was also responsible for reputation management, branch communications, Year 2000 communications, event management and sponsorship communications.

Michelle Cormack [2]

Strategic Objectives

1995–1998

account manager

Strategic Objectives is one of Canada's leading independent public relations agencies. During my time with the company, I implemented public relations and marketing communications programs for clients including Kraft Canada Inc., Nabisco Ltd., Royal Bank, Johnson & Johnson, Home Depot and The Body Shop.

United Way of Greater Toronto

1992–1995

publicist

United Way of Greater Toronto is Canada's largest annual fundraising organization. As publicist, my responsibilities included writing, designing and producing a bi-monthly newsletter, media relations and special event management.

[other experience]

Young & Rubicam Advertising

1991, account co-ordinator

Caldwell Partners International

1990–1991, information assistant

Books in Canada Magazine

1989–1990, editorial assistant

[education]

Queen's University

1985–1989

Bachelor of Arts, Honours, Political Studies

Seneca College

1992

Post-Graduate Diploma, Corporate Communications

Emily Carr University / BCIT

2007–2008

Design Essentials, with distinction

[countries of residence]

Canada, United States, Belgium, Switzerland

[software proficiency]

Adobe CS3, Microsoft Office, Quark XPress