

RESUME

Richelle Gillett

rgillettpr@gmail.com +64 021 0269 1045

PORTFOLIO: www.giantsquidfilms.com/gpr/

LINKED IN: www.linkedin.com/in/rgillettpr

Public Relations | Media Relations | Corporate & Employee Communications Pro

- 10 years experience spanning in-house, employee, entertainment, corporate and entertainment PR
- Adept at planning and producing strategic internal and external communications programs
- Experienced, enthusiastic and composed event and project manager, from concept to execution
- Proactive and effective account, partner and client relationship manager
- Strategic planner; ideas person with a creative eye for PR, activation and leveraging opportunities
- Proficient, instinctive networker and relationship-builder
- Excellent leader and team player with self-motivation and initiative
- Advanced computer skills; Social networking and internet savvy

Education

Bachelor of Public Relations (BPR), Mount Saint Vincent University

Experience Highlights - Canada, Australia and New Zealand

SENIOR ACCOUNT MANAGER, Spark Activate, November 2007 - Current

- **Chevron** – Helped agency secure significant new business contract. Spearheaded multi-faceted B2B change management communications program, delivery of difficult, unpopular announcements and related issues management to mitigate potential leak to media
- **Unilever | Persil** – Delivered on key campaign goal by securing live-to-air launch segment complete with spokesperson interviews and activation of campaign messaging on top-rated national breakfast show (Breakfast, TV1). Managed implementation of national PR program component of integrated campaign; acted as primary client, celebrity spokesperson, and partner contact and relationship manager.
- **Tourism Holdings Limited** – Reinvigorated client relationship resulting in opportunity to grow PR budget. Managed retainer media relations and familiarization trip program representing three major campervan rental brands and corporate spokespeople.
- **Pernod Ricard | Jameson Irish Whiskey** – Managed and implemented media relations campaign as stage one of PR campaign for newly acquired client. Secured hits in and wrote contributed editorial content for targeted online and print publications covering niche markets of interest to the brand, leveraging St. Patrick's Day timing with no news to communicate.
- **Vodafone** – Lead corporate responsibility project to innovatively deliver Don't Dial & Drive messaging in support of department's KPI, leveraging Warriors sponsorship and forging relationship with relevant community council. Secured Prime News coverage, first at 5:30 pm.

SENIOR ACCOUNT MANAGER, Publicis Elevate, October 2007 – November 2007

- **Consumer PR** – Answered the call of a short-staffed agency to complete a 4-week, project-based contract. Managed the New Zealand launch of www.stellaartois.co.nz via unique and attention getting media kit, delivered – chilled – to 50 journalists and 50 influencers in Auckland and beyond. Identified & intrigued media targets and topical bloggers in first project in a new market.

SENIOR ACCOUNT MANAGER, Veritas Communications, August 2007 – September 2007

- **Consumer PR** – Recruited by busy PR agency in need of an interim Senior Account Manager to handle high profile, in-progress campaigns. Oversaw 2 consultants and worked on programs for **Guinness** (activation of their sponsorship of Rugby Canada, epk writing / producing, key opinion leader outreach etc.), **STAPLES Business Depot** (comprehensive back-to-school media relations campaign), and the Canadian launch of **Cynosure's SmartLipo™** system. Contributed to other programs by editing and writing materials, and providing strategic and creative advice and input.

RESUME

Richelle Gillett

rgillettpr@gmail.com +64 021 0269 1045

MEDIA RELATIONS CONSULTANT, Freelance, August 2007

- **COOLER Solutions + Loop Initiatives** – Hired to do media relations around new partnership and innovative workplace composting system design, secured positive CanWest News Service piece resulting in cross country pick up including FinancialPost.com, and a reach of more than 12 million.

ACCOUNT MANAGER, DDB Public Relations, April 2006 – 2007

- **Gibson's Finest Canadian Whiskey** – Came up with a big idea that helped win the client and was re-used by the client within months; Managed Canadian Football League sponsorship activation program by launching the Gibson's Finest Canadian Player Award at the Grey Cup and the Gibson's Kicker [official drink of the Grey Cup]. Acted as primary liaison with client and media relations contact for award-winner Scott Coe and presenter, CFL legend Russ Jackson
- **Canadian Blood Services** – Won Bronze award for best use of special event (CPRS ACE Awards 2008) for World Blood Donor Day 2007 campaign. Managed a comprehensive programme including: producing and releasing a signature single performed by leading Canadian artists, a live performance of the single at World Blood Donor Day, a webcast of the event, a b-roll of the event to generate broadcast news coverage and extensive media relations activities including media events across the country during National Blood Donor week leading up to the event.
- **Canadian Blood Services** – Launched their Operation LifeBlood campaign with simultaneous innovative street marketing "good deed teams" in Edmonton and Calgary involving local celebs and leaders, drawing cameras and journalists from all major targeted print and broadcast media; Managed day to day relations with a high maintenance client on a test project that would set a very positive tone for the newly official agency-wide relationship
- **FleetCor Technologies** – Placed and wrote contributed articles in and successfully pitched article topics, client interviews, customer case studies and interviews to targeted trade publications; Prepared issues management statement in response to NBC news story mentioning client's product in association with a fraud case; Manage PR program and budget
- **Relationship expert** Rabbi Pamensky – Successfully placed little-known relationship counselor client on BT Toronto, BT Vancouver, A-Channel in Ottawa; Secured monthly article series on CanadianParents.com
- Contributed to and implemented Public Relations efforts at a senior consultant level for a variety of clients including **Knorr, Glad, TELUS, Ontario Science Centre** (won Silver award for best use of media relations (CPRS ACE Awards 2008), **EnWise, Subaru**, from planning, budgeting and pitching to implementing street marketing campaigns, social networking, coordinating photo ops and generating articles and interviews

PUBLICIST / MEDIA RELATIONS CONSULTANT, Music and Entertainment, 2003 – 2007

- **Let's All Hate Toronto, Elevator Film** – brought in to do media relations for indie documentary's commercial screening opening night, added to the social media efforts and successfully pitched the story to radio stations and an influential blogger, securing radio chatter and interviews
- **Water Street, Giant Squid Films** – indie rockumentary festival publicity & Drake Hotel launch garnering positive Now review, spots on MovieTV and Going Coastal
- **Duane Andrews** - booking & promo for award-winning jazz guitarist from Newfoundland, booked and promoted showcases to key festival and venue bookers; secured Jazz FM interview and reviews
- **The Jimmy Swift Band** – successful west-coast tour promotion for road warrior rock band
- **Jenny Gear and The Whisky Kittens** – booking & promo for a jazzy folk band, and fan club communications / management for it's lead singer, a Canadian Idol 1 finalist, working with her record label and management

RESUME

Richelle Gillett

rgillettpr@gmail.com +64 021 0269 1045

MANAGER, COMMUNICATIONS - Office of the CFO, BMO FG, April 2005 - April 2006

- Wrote executive communications, speaking notes, presentations, speeches for Senior Executive VP and CFO (Karen Maidment, named Canada's CFO of the Year for 2006)
- Successfully relaunched and re-invigorated culture champions team, overhauled intranet site content and launched a quarterly meeting webcast to link a newly expanded division
- Conducted internal publicity campaigns, wrote two internal newsletters, managed the intranet site, wrote and advised on HR, project and change management communications
- The audience spanned across Canada and the US (key centres: Toronto and Chicago), two languages, a variety of professionals from analysts to senior banking executives to lawyers

MANAGER, DIVISIONAL COMMUNICATIONS, Direct Banking, BMO FG, April 2003 - April 2005

- Managed employee engagement efforts and provided strategic advice, supporting change management, corporate values and high-performance culture objectives through senior management and structural changes for a division of more than 1000 employees
- Communicated to audience spanning three cities (Montreal, Toronto, Calgary), two languages, and ranged from front line staff to senior managers and directors
- Wrote executive communications, speaking notes, presentations, speeches and internal communications materials for two consecutive Senior VPs and other senior executives
- Developed and implemented a communications plan and extensive communications calendar
- Edited the national internal newsletter, managed an employee editorial board, advised on contingency / project / change management communications and wrote intranet content

COMMUNICATIONS OFFICER, Private Client Group, BMO FG, April 2001 - April 2003

- Created the role; took the communications lead and provided communications strategy, development and implementation for all internal communications efforts
- Developed and implemented departmental identity and communications protocols and tools e.g. internal client online survey, resource centre, issues management interviews
- Researched, wrote and edited intranet site copy, internal communications, presentation materials and business correspondence for VP and CFO Finance
- Consulted and advised on culture change management and employee engagement communications

MEDIA LIAISON OFFICER, New South Wales Police Service, Australia, July - September 2000

- Acted as spokesperson, dealing directly with international media pool as a representative of police and Olympic security services during the Sydney Olympic Games
- One of five hand-picked officers who comprised the core group, planned and implemented the strategies that enabled the Police Media Unit to operate on a 24-hour basis with 80 media officers in five locations throughout the Games
- Represented NSW Police Media as a member of the Olympic Security Media Strategy Committee & Emergency Services Olympic Media Planning Group
- Manned the 24-hour police media unit, responding to media inquiries, facilitating timely responses and interviews, providing sound bites for broadcast and releasing statements

MARKETING COMMUNICATIONS OFFICER, NSW Police Service, Australia, March - May 2000

- Implemented a Drug Enforcement Initiatives Communications Campaign; Wrote campaign materials for several vehicles i.e. web site copy, press releases, internal magazine articles, speaking notes for Deputy Commissioner
- Liaised with ad agency to coordinate launch event, a TV commercial shoot and radio spots
- Conducted internal awareness survey and oversaw consumer research company efforts

- Canadian, New Zealand and Australian references available upon request -