

Rayanne Brennan

An accomplished, results-oriented communications and marketing specialist, with a solid foundation of corporate marketing experience, leadership skills and professional integrity.

I have held senior management positions throughout my 30-year career in communications and marketing, all of which have required a strong ability to communicate effectively, think creatively and manage multiple projects to achieve organizational objectives. A multi-skilled and motivated self-starter, I have a proven record for developing innovative marketing strategies, directing effective media campaigns, planning high-profile events, all the while working in deadline-driven environments and collaborating with high-performance teams.

Since I moved to Moncton in 2006, I have worked as a communications and marketing consultant to build the brand and raise the profile of local businesses, corporations, government agencies, industry associations and not-for-profit organizations. I am particularly proud to have:

- Been named Canada's Editor of the Year by the Professional Writers Association of Canada for 2016
- Led the growth of three magazines as managing editor, helping to build readership, advertising sales and multi-stakeholder support
- Conducted the research and provided recommendations for a Global Learning Framework and Service Management Strategy for the Atlantic Canada Opportunities Agency
- Saw membership triple during my five-year tenure as president of the Writers' Federation of New Brunswick
- Developed a communications strategy for the Canadian Co-operative Association to raise awareness of its international humanitarian efforts
- Served as spokesperson for several corporations and was press secretary to a provincial government leader
- Organized news conferences and information sessions for 1,600 employees to announce mill acquisitions
- Led a "buy local" initiative for Co-op Atlantic that resulted in significant earned media and sales of made-in-Atlantic products
- Oversaw communications to 70,000 constituents in the federal riding of Tobique-Mactaquac as executive assistant to the local MP
- Organized a benefit barbecue for victims of Hurricane Katrina that brought 10,000 people to Parliament Hill

RAYANNE BRENNAN

PROFILE

- Accomplished, seasoned communications and marketing specialist who offers an extensive background in print journalism, corporate and government communications
- A natural leader who possesses a strong work ethic, exceptional verbal and written skills and attention to detail
- A creative, results-oriented strategist who is well versed in media, public and government relations and is highly accomplished in public speaking, relationship building and creating new initiatives

AREAS OF EXPERTISE

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|------------------------------|-----------------------------|
| • Strategic marketing | Project management |
| • Team leadership | Writing, editing & research |
| • Digital marketing | Blogging |
| • Public speaking | Social media |
| • Media relations | Brand development |
| • Crisis communications | Content development |
| • Event planning & promotion | Staff supervision |

EXPERIENCE

SENIOR CONTENT STRATEGIST

Medavie, Moncton, NB

SENIOR MARKETING ADVISOR

Medavie Blue Cross, Moncton, NB

MANAGER

The Creative Co-op, Moncton, NB

MANAGING EDITOR

PrimeTime, Off Grid East Coast and The Canadian Co-operator magazines

SENIOR COMMUNICATIONS OFFICER

Atlantic Canada Opportunities Agency, , Moncton, NB

COMMUNICATIONS CONSULTANT

Co-op Atlantic, Moncton, NB

PRESS SECRETARY

Office of the Official Opposition, Fredericton, NB

DIRECTOR OF COMMUNICATIONS

Member of Parliament, National Caucus Chairman, Woodstock, NB and Ottawa, ON

DIRECTOR OF COMMUNICATIONS

UPM-Kymmene, Miramichi, Miramichi, NB; Juniper Lumber, Juniper, NB

BUREAU CORRESPONDENT

The Daily Gleaner, Fredericton, NB

MANAGING EDITOR

Henley Publishing Limited, Woodstock, NB

PORTFOLIO

The Creative Co-op - creativecoop.ca/portfolio
PrimeTime - www.seniorsinformationcentre.com/primetime-magazine
Canadian Co-operator - www.canadiancooperator.coop
Off Grid East Coast - offgrideastcoast.com
Canadian Co-operative Association - rayannebrennan.blogspot.ca
Progress magazine - www.progressmedia.ca/authors/Rayanne+Brennan
Atlantic Business Magazine - www.atlanticbusinessmagazine.net/article/fame-ing-of-the-shrew/
ACOA - www.acoa.apec.gc.ca/eng/Agency/mediaroom/NewsReleases/Pages/3006.aspx
Huffington Post - http://www.huffingtonpost.ca/canadian-cooperative-association/canadian-coops-nicaragua_b_4375515.html

EDUCATION

Communication Arts Program – New Brunswick Community College, Woodstock, NB
(*Studies in graphic design, journalism and photography*) 1984

Bachelor of Arts Degree – Mount Allison University, Sackville, NB
(*Completed four-year degree program in three years*) 1982

Senior Diploma with Honours – RCS-Netherwood, Rothesay, NB (*Received prizes for highest standing in political science, history and sociology*) 1979

LEADERSHIP

- Director and Secretary, Omista Credit Union Board
- Stand-by Partner, United Nations, Office for the Coordination of Humanitarian Affairs
- President of Co-operative Enterprise Council of New Brunswick
- President of Writers' Federation of New Brunswick
- Member, New Brunswick Book Awards Committee
- Vice-president, Professional Writers Association of New Brunswick, Moncton Chapter
- Director, ArtsLink
- Volunteer, Frye Festival, Red Cross, Women & Wellness, Boys & Girls Club, Canadian Co-operative Association, Bullying Canada Inc.

ACHIEVEMENTS

- Named Professional Writers Association of Canada's Editor of the Year award
- Led transition of publication from broadsheet newspaper to regional bilingual magazine to national webzine
- Planned and promoted Prime Minister visits, national caucus retreats, ministerial tours, public forums and advisory committee meetings with community and industry leaders
- Articles, photographs published in *Huffington Post*, *The Guardian*, *Globe and Mail*, *Financial Post*, *MacLean's*, *Progress* and *Atlantic Business* magazines
- Organized information sessions for 1,600 mill workers in central and northern New Brunswick to announce corporate changes
- Served as spokesperson for UPM-Kymmene's first Canadian pulp and paper operation
- Coordinated press conferences to announce multi-million dollar investments in IT firms
- Organized Seminar on the Canada-European Free Trade Association Free Trade Agreement for Foreign Affairs and International Trade

- Provided media relations services for first-ever Women's Summit on IT and Trades Opportunities and the Road Builders Association of New Brunswick's 50th annual general meetings