

# Terrance James (Terry) Lavender

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## Professional Communicator

### Executive Summary

<b>Communications</b>	Developed and implemented the communications policy for a 100,000-member non-profit association and edited and supervised the production of a quarterly glossy magazine
<b>Leadership</b>	Led an award-winning six-person publications and web unit at one of Canada's most prestigious universities
<b>Writing</b>	20+ years experience writing clear, compelling and engaging copy on a wide variety of topics
<b>Brand Management</b>	Implemented and oversaw major rebranding initiatives for the University of Western Ontario and Simon Fraser University's Surrey campus
<b>Social Media</b>	Initiated, maintained and supervised the strategic use of YouTube, Twitter, Facebook and other social media for Simon Fraser University's Surrey campus
<b>Project Management</b>	Managed the production and publication of a 230-page bilingual textbook for health and safety professionals on budget and on time

### Tools

Wordpress

Drupal

mySQL

Adobe Creative Suite

Google Analytics

Microsoft Office

HTML, CSS

Video production/editing

PHP, Perl

## Professional Experience

### Freelance

May 2010 – Present

#### Duties

- Author a weekly column for the Vancouver Observer covering the latest trends in technology and their implications, especially for people in Vancouver.
- Provide academic and creative editing services.
- Provide Web 2.0 consultation and hosting services.
- Mentor post-secondary students on writing and critical thinking skills.
- Maintain and create content for the Transforming Pain Research Group website.

### Simon Fraser University Surrey Campus

2002 – 2010

#### Communications Manager

Responsible for communications for SFU's 2,500-student Surrey campus

#### Project Management

- Managed a \$200,000 annual communications budget and supervised 2 part-time staff.
- Coordinated communications for the opening of Simon Fraser University's new Surrey campus, including signage and website.
- Created and implemented an electronic-based internal communications strategy for SFU Surrey faculty, staff and students.

#### Brand Management

- Directed the implementation and brand adherence of the new graphic identity for the University's Surrey campus.

#### Communications

- Provided internal and external communications services, including news releases, advertising & publicity, community and government relations, and internet-based communications.

#### Mentorship

- Provided guidance and skill enhancement in photography, writing, editing and web design for undergraduate students employed part-time by the university.

#### Writing

- Wrote news stories, features, profiles and news releases for the university's website, alumni magazine, staff newspaper and other vehicles. Also wrote speeches and position papers for senior management.

#### Social Media

- Devised and implemented a social media strategy for the SFU Surrey campus, including Twitter, Facebook, YouTube and Flickr. Also encouraged other campus departments and staff to effectively use social media for communication.

**Technical University of BC  
Manager Marketing & Communications**

2001- 2002

**Brand Management**

- Planned and launched a new website for the Technical University of British Columbia.

**Marketing Communications**

- Devised and implemented a marketing strategy for the university.

**Media Relations**

- Liaised with media outlets regarding the university, its students, faculty and its future.

**The University of Western Ontario  
Associate Director  
Communications Specialist**

1997 – 2001

**Leadership**

- Managed a team of six professional communicators and a \$500,000 communications budget.

**Project Management**

- Oversaw the publication of large-scale communication projects, including the rebuilding of the university website, production and editing of an 80,000 circulation quarterly magazine, student recruitment publications and university calendars.

**Brand Management**

- Managed the implementation of the university's new corporate identity to all campus departments and communication materials.

**Marketing**

- Developed and implemented annual campaigns to recruit undergraduate and international students, using advertising, web, posters, viewbooks and other materials.

**Workplace Health and Safety Agency  
Public Affairs Specialist**

1991 – 1997

- Edited and produced a 32-page quarterly magazine, newsletters, brochures, information sheets and posters.
- Oversaw the development and publication of a health and safety textbook.
- Liaised with media, government and public.
- Wrote speeches for senior leaders of the organization, developed and maintained a World Wide Web site, coordinated production of multimedia cd-rom archives.

**York University**  
**Manager Marketing & Communications**

1987 – 1991

- Produced and coordinated university calendars, brochures and newsletters; liaised with media, provided public relations advice and services to individual university faculties and schools; wrote news stories for internal publications.

**University of British Columbia**  
**Publications Editor**

1986 – 1987

- Developed and implemented a publicity campaign to introduce students to UBC's new automated registration system.

**UBC Alumni Association**  
**Acting Director, Communications**  
**Assistant Editor**

1983 – 1986

- Developed and implemented the communications policy for a 100,000-member non-profit association and edited and supervised the production of a quarterly glossy magazine.
- As assistant editor, wrote and edited copy; took photographs; produced brochures, news releases, and other communication vehicles. Managed the university's Speakers Bureau.

## **Education**

- PhD in Interactive Arts and Technology, Simon Fraser University (in progress)
- MSc in Interactive Arts and Technology, Simon Fraser University, 2008
- MBA-level courses in Finance, Managerial Accounting and Organization, Heriot-Watt University, 2000-2001
- Masters-level economics and mathematics courses, The University of British Columbia, 1983
- One-year honours journalism program, Carleton University, 1980
- Bachelor of Arts (With Distinction), Carleton University, 1979

## **Professional Development**

- Management and marketing courses offered by the Schulich School of Business (York University), the Centre for Continuing Studies (University of Western Ontario) and by the Council for Advancement and Support of Education
- Emergency communications training, Justice Institute of British Columbia
- Cultivating Leadership Presence Through Mindfulness workshop, Institute for Mindful Leadership
- Web design, management and strategy courses offered by SFU's Writing and Publishing Program
- Writing, design and editing courses sponsored by the Canadian Association of Labour Media and the Canadian Periodical Publishers Association
- Desktop publishing, Pagemaker, PhotoShop, QuarkXPress and Macromedia Director courses sponsored by Desktop Publishing Associates
- Courses on multimedia development and appraisal, Ryerson Polytechnic University
- Certificate program in university teaching, Simon Fraser University's Teaching and Learning Centre
- Web of Change workshop, Hollyhock Institute, Cortes Island
- Mindfulness-Based Chronic Pain Management facilitator's workshop, Toronto

### **Community Involvement**

- SFU Philosophers' Cafe moderator, 2010-2012
- Designer and publisher of Homeless: It's No Game, videogame, 2007
- Chair, Board of Directors, Mole Hill Community Housing Society, 2007 - 2009
- Member, Nelson Park Revitalization Task Force, 2006-2007
- Secretary, Board of Directors, Mole Hill Community Housing Society, 2003 – 2007
- Treasurer, Davie Street Community Police Association, 2003-2004
- Member, Board of Directors, West End Residents Association, 2002 - 2007
- Member, London Health Sciences Centre Communications Committee, 2000 - 2001
- Associate Chair, Publications, 2001 London Alliance Canada Games
- Volunteer newsletter editor and webmaster, Canadian Science Writers Association
- Web design and implementation for various non-profit organizations, including the Community Research Initiative of Toronto, the Canadian Community Investment Group and the Young Worker Awareness initiative, West End Residents Association, Still Moon Arts Society, Mountain Rain Zen Community, Kina Social Ventures
- Volunteer public relations for the Community Hospice Association of Ontario and other community groups
- Co-author of Canadian Guide to Non-Sexist Writing and Member of York University Advisory Committee on the Status of Women

### **Awards**

- Winner, Best Videogame in Vancouver, Georgia Straight, 2006
- Gold Medal, Best Idea on a Shoestring (for online image bank), CCAE, 2000
- Silver Medal, Best Student Recruitment Viewbook, CCAE, 2000
- Award of Excellence, Marketing Campaigns, IABC, 2000
- Silver Prize, Best Magazine (MiY Magazine), London Ad & Sales Awards, 2000
- Silver Medal, Best Student Recruitment Campaign, CCAE, 1999
- Silver Medal, Best Poster, CCAE, 1999
- Gold Medal, Best Student Recruitment Viewbook, CCAE, 1998
- Gold Medal, Best Video, CCAE, 1998
- Bronze Award, Best Poster, Ontario Government Communicators' Forum, 1996
- Silver Award, Best Publication, Ontario Government Communicators' Forum, 1995

### **Professional Affiliations**

- Canadian Council for the Advancement of Education
- Council for the Advancement and Support of Education
- Canadian Science Writers' Association
- International Association of Business Communicators
- International Game Developers Association