

# Sherrell Steele

*Communications Strategist*



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COMMUNICATIONS STRATEGIST

## // Profile

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## // Social

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## // Career Highlights

An award-winning communications strategist with strengths in public relations, marketing and corporate communications. Elected Communicator of the Year (2011) by the International Association of Business Communicators (IABC). Received executive-level accreditation as a Business Communicator (ABC). Awarded an IABC Silver Leaf Award of Merit by the International Association of Business Communicators (2004).

## // Skills

### Demonstrated Leadership Ability

- Served at management level at a television station, Alberta's largest professional association, and two post-secondary institutions
- Supervised as many as 35 direct reports and contractors annually
- Managed a budget of \$3.5 million as a broadcast executive

### Inspiring Project Management

- Led creative teams in media, public relations, marketing, graphic design and information technology
- Increased print production of The UofA Engineer from once a year to three-times per year, increased page count from 12-44 pages with distribution to 18,500 readers
- Published the Engineering Perspectives wall calendar which in 2005 raised \$80k for student projects, a 25 percent increase over the prior year's total.
- Managed 75 contracts or staff assignments for curriculum development for MacEwan University's newest degree, the Bachelor of Communication Studies at a low cost of \$56k (about half of original cost projection)

### Exceptional Organizer

- Completed market research, a marketing plan, communications plan, social media plan and event plan for the Bachelor of Communication Studies degree, now with enrollment of 300 students
- Migrated the Faculty of Engineering's website to a content management system, within a six months period, resulted in a five-fold increase in web traffic.
- Served as event manager for Open Houses, grand openings, Information Sessions, Summit Awards and ASTech Awards ceremonies with attendance as high as 1000 guests.

## // Skills

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### Strategic Thinking

- Strengthened relationships between MacEwan University's School of Communication and the professional community through annual Corus Entertainment Distinguished Lectures and The Future of Story Conference with 350 attendees and presenters
- Provided communication support for a \$90 million capital campaign that was completed on year ahead of schedule at the Faculty of Engineering.
- Improved member relations at APEGGA by crafting a five-year communications plan

### Collaborative and Consultative Style

- Sought out as a co-leader for MacEwan's Strategic Resources Planning Committee, an essential advisory committee to the President and Executive Committee
- Selected as a supervisor for more than 15 year-long directed workplace learning contracts and field placements
- Recruited to provide communications and change management expertise to MacEwan's People Soft Implementation Team, a \$300k undertaking
- Worked within complex political environments while demonstrating knowledge of and sensitivities to broadly varying target audiences.

## // Awards

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- **2011** IABC Capital Award – Communicator of the Year
- **2010** Canadian Women in Communications – Key Communicator
- **2009** IABC Capital Award of Merit – Event Planning
- **2005** IABC Capital Award of Merit – Calendar
- **2004** IABC Silver Leaf Award of Merit –Magazine
- **2004** IABC Capital Award of Excellence – Communications Skills and Tactics
- **2004** IABC Capital Award of Excellence – Communications Skills and Tactics
- **2004** IABC Capital Award of Merit – Media Relations
- **2002** Herbert Marshall McLuhan Graduate Student Award from the University of Alberta
- **1993** Broadcaster of the Future, Canadian Association of Broadcasters and the Global Television Network
- **1980- 1997** (Various) Alberta Motion Pictures Association Awards (Documentary and Education)

## // Major Career Accomplishments

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### 2007 to Present

#### **Manager of the School of Communications at MacEwan University**

- Responsible for recruitment, retention and marketing for a School with 650 students and 25 faculty

### 2002 to 2006

#### **Communications Strategist for the Faculty of Engineering at the University of Alberta**

- Responsible for internal and external communications, served as editor and publisher of The UofA Engineer alumni magazine.

### 2001 to 2002

#### **Manager of Public Relations for the Association of Professional Engineers, Geologists and Geophysicists of Alberta**

- Supervised a staff of six and a budget of \$863k

### 1998 – 2001

#### **Manager of Services and Enterprises, Institute for Professional Development, University of Alberta**

- Marketing, events and contract management for a newly created academic unit that launched the Master of Arts in Communications and Technology

### 1980 to 1997

#### **Manager of Production and Copyright, ACCESS the Education Station**

- Senior account manager for \$3.5 million of media production, acquisition and broadcast and for Alberta Education and Alberta Advanced Education

## // Academic Achievements

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- Master of Arts in Communications and Technology, University of Alberta 2002
- Bachelor of Education, University of Saskatchewan 1987

## // Professional Associations

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- Past-president, Canadian Women in Communications
- Past board member, current member, International Association of Business Communicators
- Current member, Canadian Public Relations Society