

# [ julie chisholm ]

Marketing and interactive project manager skilled in organizing and managing technology projects and multimedia experiences.

> Project management  
> User centric web design  
> Marketing & communications

---

778-991-5995 | juleschisholm@gmail.com | www.juliechisholm.com

## [ education ]

**New Media Design & Web Development**  
Senior Management Certificate

**British Columbia Institute of Technology**  
Vancouver BC | April, 2007 – April, 2008

---

About > Intensive one-year program covering website design, development and multimedia production.

Courses > Information Design, Human Factors for Interface Design, Applied Interface Design, HTML & CSS, PHP, Flash, Audio & Video Production, Photoshop, Illustrator, Dreamweaver, Web writing

**Bachelor of Public Relations (BPR)**  
Honours Distinction, Cooperative Education Distinction

**Mount Saint Vincent University**  
Halifax NS | 1997 – 2001

---

About > Four-year degree combined with a one-year equivalent cooperative education program.  
Only BPR program offered in Canada.

Courses > Marketing, Advertising, Corporate Communications, Persuasive Writing, News Writing, Mass Communications, Web Communications, Public Speaking, Research, Peace & Conflict Studies

### Additional Courses

---

> PMP Certification	Self study	2008
> Intro to Internet Publishing, HTML & CSS	George Brown College, Toronto ON	2004
> Introductory Financial Accounting	Ryerson University, Toronto ON	2003
> French Immersion (Débutant I et II)	Université Sainte-Anne, Pointe de l'Église NS	1997, 1998

## [ experience ]

**Program Manager** (promoted August 2006)  
**Marketing Project Manager** (promoted July 2005)

**Digital Cement**  
Toronto ON | 2005 – 2007

---

About > Interactive agency specializing in customer relationship management and experience design.

Role > Program Manager: Functional manager and skills leader responsible for a team of 10 project managers and coordinators servicing client programs worth \$4.5M.

Marketing Project Manager: Senior project lead managing matrix teams of 10+ to design and launch web and email programs worth \$1-2M.

Clients > FedEx US, Dell Canada

Work Highlights > >> Responsible for hiring, training, development plans, performance evaluations for 10 staff.  
>> Monitored time and budget reports to manage project resource requirements.  
>> Led development of a fully dynamic email program targeting 2 million customers using multiple database sources. Facilitated data requirements discovery, business rules, logic flows, and all project documentation.  
>> Led execution of FedEx First and Goal, an NFL football-themed promotion. Administered a \$1.7M budget and managed a team of three project managers, 15 internal resources and six external vendors to create a multi-channel contest experience featuring five websites, three contests, 10 direct mail pieces, 40 email deployments, and a call center support function.

---

[ julie chisholm ]  
www.juliechisholm.com

Project management  
New media design  
Marketing & communications

Halifax, NS  
778-991-5995  
juleschisholm@gmail.com

Page 1

# [ experience *continued* ]

## Account Executive

## Pipeline Communications

Toronto ON | 2003 – 2005

- 
- About > Event management and communications agency specializing in customized corporate events.
- Role > Managed all aspects of events – logistics, audiovisual and graphic design, communications, venue contracts, and on-site management. Specialized in managing development of participant databases and websites for event registration.
- Clients > Canadian Tire, Oxford Properties, Heart and Stroke Foundation of Ontario
- Work Highlights > >> Managed the creation, content maintenance, and features development of [canadiantireevents.ca](http://canadiantireevents.ca), an event registration portal for Canadian Tire's internal events, by translating client needs into cost-effective solutions implemented by programming and graphic design staff.
- >> Consulted on the redesign of Canadian Tire's corporate website by benchmarking industry best practices and presenting recommendations for online content, design, navigation, functionality and user experience.
- >> Managed the Heart & Stroke Clinical Update, a 500-person conference, included overseeing all aspects of registration, venue, trade show, supplier and presenter logistics to ensure client timeline and budget expectations were exceeded.

## Additional Experience

---

> Blackberry interface design (contract)	Freelance contract, Vancouver BC	2008
> Website manager	<a href="http://ziggystshirts.com">ziggystshirts.com</a>	2007–Current
> Freelance Communications (contract)	Electronic Data Systems (EDS) Inc., Toronto ON	2001–2006
> Communications Coordinator (contract)	Temple Scott Associates, Toronto ON	2002
> Communications Coordinator (co-op)	Electronic Data Systems (EDS) Inc., Sydney NS	2001
> Communications Coordinator (co-op)	The CCL Group (now Colour), Halifax NS	2000
> Media Relations Assistant (co-op)	Department of Indian Affairs, Ottawa ON	1999

## [ concepts ]

## [ technology ]

## [ activities ]

---

Project & risk management	MS Visio / Omnigraffle	Attended Vancouver International Digital Festival, 2008
Budget & timeline management	MS Project, Basecamp	Volunteered for AdaptivePath UXIntensive Conference, 2007
Needs analysis & project scoping	Adobe Creative Suite CS3 (Photoshop, Illustrator, Flash, Dreamweaver)	Information Architecture Institute (IAI) member
Wireframing, site mapping	XHTML & CSS, BBEdit/Textmate	Candidate to write Project Management Professional (PMP) designation exam, 2008
Metadata, taxonomy organization	Final Cut Pro Suite, After Effects	
Web standards & accessibility	Pro Tools LE	
Search engine optimization	DARTmail / DREAMmail email campaign deployment program	
Usability & functionality testing	Microsoft Office	
Information design		
Email marketing		
Email and website analytics	MS Access / PHP MyAdmin	