

ALISON TERPENNING

Communications Professional

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PERSONAL PROFILE

A seasoned communications professional with seven years of health care communications and over 17 years of progressive communications experience. Effectively builds relationships with internal and external stakeholders as well as staff and partners to create strategic communications materials that complement organizational vision. Adept in leveraging both digital and low-fi tools to reach diverse audiences. An innovative leader with attention to detail and proven commitment to professional quality, accuracy and responsibility. Overall, brings a stellar work ethic to the table, demonstrating exceptional motivation and drive.

SKILLS

- Adobe Creative Suite
- Basic HTML
- Canva
- CP Style
- Drupal
- Hootsuite
- Joomla
- SharePoint
- MailChimp
- Microsoft Office
- Raiser's Edge
- Survey Monkey
- TweetDeck
- WordPress

EDUCATION AND TRAINING

Master of Professional Communication

Toronto Metropolitan University, 2012

Bachelor of Arts (with distinction), Sociology

University of Victoria, 2004

Indigenous Cultural Safety Training

San'Yas, 2023

Certified Local Change Agent

Algonquin College, 2022

Organizational Behaviour

U of T School of Continuing Studies, 2015

Writing for the Web

U of T School of Continuing Studies, 2014

Intro to Video Editing

Ladies Learning Code, 2013

EXPERIENCE

COMMUNICATIONS MANAGER 2022-PRESENT

COMMUNICATIONS OFFICER – DIGITAL LEAD 2021-2022

Sherbourne Health

- Managed overall communications for Sherbourne Health, a unionized hub health care centre with over \$17 million in annual revenues.
- Developed Sherbourne's first two-year communications strategy focusing on external engagement, media, recognition opportunities, and aligned campaigns supporting internal and provincial health priorities.
- Crafted communications for the CEO, including speeches, letters of support, public statements, and correspondence with government officials.
- Refreshed the Sherbourne Health website with an eye to exceeding current accessibility standards, plain language and increasing client access to information.
- Created print and digital marketing materials aimed at diverse audiences ranging from physicians looking to increase their knowledge of 2SLGBTQ communities to promoting services for people experiencing homelessness.
- Offered digital support by way of content production, updating, monitoring, performing routine maintenance for the centre's four websites and nine social media channels.
- Collaborated with external vendors including pro bono contributors, photographers, translators, podcast production assistants, designers, printers and more.
- Led a team of communications and fund development staff with a collaborative spirit and an eye to optimal performance.

Notable Achievements:

- Successfully launched the organization's first intranet platform (SharePoint and Teams integration) and a new external website.
- Sat on the Downtown East Toronto Ontario Health Team Communications Working Group, contributing to first branding campaign.
- Revamped Sherbourne Health news delivery, moving from a bi-annual print and digital newsletter to a bimonthly digital-only newsletter focused on storytelling to keep our service users and community informed, raising subscriber rates by 25% in one year.
- Found significant cost reduction by moving majority of design projects in-house, with an overall communications budget reduction of 18%.
- Executive produced and hosted a podcast directed at health care providers, reaching 1000 streams within one month of release.

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EXPERIENCE, continued

COMMUNICATIONS SPECIALIST

Sinai Health | 2018-2020

- Developed and implemented strategic campaigns that aligned with Sinai Health's corporate and communications priorities.
- Worked with hospital units and departments to develop innovative communications campaigns to share information with internal and external audiences.
- In collaboration with internal clients, developed strategies and content for digital channels, including social media, internal newsletters, websites, intranet, digital signage as well as town halls and print materials.
- Collaborated with the creative services team in order to bring content to life.
- Measured and reported on campaigns through methods including surveys and online performance tracking tools and reported on viable tactics to drive audience engagement.
- Clearly identified areas for improvement, sourcing new internal communications platforms and creating new processes to enhance the performance of the communications team.

Notable Achievements:

- Developed and delivered a comprehensive communication plan for the Patient Safety Culture survey, part of hospital accreditation, resulting in a 33% increase in participation.
- Directly managed three LinkedIn channels which resulted in a 44% increase in followers and engagement.
- Created communications for the annual staff giving United Way campaign, which drove a 500% increase in engagement.
- Researched, wrote and published eight of the top 10 viewed and shared stories on the Sinai Health website in 2019.

COMMUNICATIONS SPECIALIST

Runnymede Healthcare Centre | 2015-2016

- Played a key role as the lead editor on Runnymede's external print and electronic newsletter and a bi-monthly internal e-newsletter.
- Collaborated with diverse hospital departments to promote new developments and manage the deadlines and standards of publications.
- Planned a variety of strategic communications for the hospital, including special events, publications and social media initiatives.
- Successfully re-vamped social media accounts, increasing followers by 20% and engagement by 15%.
- Created diverse content for a number of projects, such as speeches, memos, presentations, press releases, web and social media.
- Managed events for internal and external audiences, including staff awards, Black History Month celebrations, all-staff meetings and the launch of the 2016 four-year strategic plan.
- Built and maintained strong professional relationships with the media including, but not limited to, CBC Radio and various trade publications.

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EXPERIENCE, continued

COMMUNICATIONS COORDINATOR

University of Toronto | 2012-2015

- Developed and implemented content strategy, ensuring consistency and alignment with brand identity and the standards of the University.
- Created engaging copy and promotional content for the School's website and print media, including advertorial, press releases and U of T News.
- Effectively managed social media strategies and identified opportunities to leverage social media to market courses to enhance brand awareness.
- Coordinated print and digital advertising by collaborating with graphic designers and publications, tracking performance and budget.

MARKETING & EVENTS MANAGER

Good For Her | 2007-2011

- Coordinated special events, including project management, marketing, publicity, promotion, sponsorship, staffing, volunteer coordination and venue management.
- Developed and delivered communication and marketing plans for overall operations and special events.
- Effectively managed and maximized a small budget in order to successfully create and execute print and digital advertising strategies.
- Composed communications for both internal and external use, including memos, e-newsletters for over 6,000 subscribers, blog entries, press releases, event sponsorship solicitation, and print materials.
- Worked closely with journalists and bloggers, answering an average of 10 media requests per month.
- Leveraged outstanding leadership skills in order to effectively manage a staff of up to eight direct reports, resulting in top performance levels and service excellence.
- Managed and maintained website, overseeing two website re-designs, writing content and product descriptions, tracking analytics, upgrading SEO and liaising with website developers.

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