

Melinda Johnston

Experience

Communications Manager, University of Washington Department of Rehabilitation Medicine, November 2021- Present

- **Website project management:** Collaborated with stakeholders to update and migrate the UW PM& Residency website; currently project managing the development of a new department website, including project management, content writing, and stakeholder consultation.
- **Internal communications:** Revamped and relaunched an internal department e-newsletter; currently updating department intranet.
- **Social media:** managing the department's social media channels.

Writer and Communications Strategist, Freelance / Self-Employed, October 2017 – Present

- Providing writing and communications services to various clients, including editing, writing, and research for white papers, blog posts, and social media posts.

Communications Manager, Faculty of Graduate and Postdoctoral Studies, University of British Columbia, Vancouver, Canada, June 2016 – October 2017

- **Cross-organizational partnerships:** took part in cross-organizational committees and worked with various external departments on PR and awareness campaigns.
- **Management:** Responsible for hiring and managing work-study students.
- **Speech writing:** Produced talking briefs and speech scripts; organized and created talking notes for panel discussions for the president of UBC and senior faculty.
- **Social media:** Managed faculty social media accounts.
- **Event marketing:** Supported in-person and virtual events (lectures, cocktail events, webinars) with publicity and marketing materials.
- **Project management:** Launched the first annual Supervisor Appreciation Week; oversaw the creation of a video series with information for new graduate students; launched *Advance*, a new bimonthly e-newsletter for 2,100 faculty and staff; completed editing and design for the *UBC PhD Career Outcomes* report targeting incoming students, higher-education audiences, and industry.

Writer, Development & Alumni Engagement, Faculty of Science, University of British Columbia, Vancouver, Canada, April 2013 – June 2016

- **Writing and editing:** Created cases for support, stewardship reports, thank you letters, speaking notes, event marketing materials, website copy, and other documents as needed.
- **Graphic design and print production:** Designed cases for support, stewardship reports, photobooks, event marketing materials, and other documents as needed.
- **Event management:** Planned and executed stewardship and engagement events.
- **Planning and project management:** Developed new unit procedures for donor stewardship and event management; project-managed new Faculty of Science year-end videos.

Board Member, Chair of Fund Development Committee, Out On Screen, Vancouver, Canada, June 2009 – June 2019

- **Executive Transition:** Helped to oversee Out On Screen's first executive director transition, including negotiating terms with the outgoing ED, supervising the interim ED, hiring, and on-boarding the new ED, and managing organizational communications from the board of directors.

- **Governance:** Oversight for organizational mission, goals, operations, and finances.
- **Fundraising:** Took part in strategic planning, event planning, direct mail, and donor stewardship.

Communications Manager, Decoda Literacy Solutions, Vancouver, Canada, May 2011 – January 2013

- **Brand management:** Developed branding guidelines for newly formed organization; ensured Decoda brand standards and messaging were consistent across all departments; trained staff.
- **Graphic design and print production:** Developed document and presentation templates; designed marketing materials and the annual report; managed external graphic designers.
- **Website development and maintenance:** Managed the development of a new website and online forum; trained staff in WordPress and SEO techniques.
- **Social media:** Launched Facebook and Twitter channels; maintained 10% monthly growth.
- **Public Relations:** Created press releases, monitored media, and responded to media enquiries.

Communications Manager, Literacy BC, Vancouver, Canada, June 2009 – May 2011

- **Strategic Planning:** Collaborated with the Executive Director to create a new strategic plan.
- **Public Relations:** Created press releases, monitored media, and responded to media enquiries; government funding was restored to the BC Literacy Directory in response to a campaign.
- **Graphic design and print production:** Created Literacy BC's print materials.
- **Writing and editing:** Wrote and edited website copy, donor solicitation letters, event marketing materials, newsletter articles, promotional materials, reports, guidebooks, and other material.
- **Social media:** developed a Facebook Page and Twitter feed for Literacy BC.
- **Website maintenance and content:** Maintained the Literacy BC website (HTML).

Communication & Development Manager, TB Vets Charitable Foundation, Vancouver, Canada, 2007 – 2009

- **Planning:** Responsible for development, implementation and management of the TB Vets annual communications and development plan and budget.
- **Direct Mail Fundraising:** Managed all aspects of the TB Vets Keytag Campaign, which raised \$2 million, 90% of TB Vets' annual revenue.
- **Event Planning:** managed the TB Vets Breath of Hope Legacy Gala as well as other events.
- **Online Marketing:** Developed social media marketing strategies resulting in doubled visits to the TB Vets website between 2007 and 2008; doubled online donations (a savings of \$2 each).
- **Supervision:** supervised direct reports, consultants, and volunteers.

Executive Editor, *Pacific Rim Magazine* (Langara College), Vancouver, Canada, 2006

Copy Editor, Canada Stockwatch, Vancouver, Canada, 2002

Editor and Executive Assistant, Gordon Soules Book Publishers, Vancouver, Canada, 2001

Education

Fundraising and Marketing, various courses, British Columbia Institute of Technology, Vancouver, Canada, 2008-2014

Publishing: Techniques and Technologies Diploma, Langara College, Vancouver, Canada, 2006

Video Workshops, Video In Studios, Vancouver, Canada, 2003

Creative Writing Studio Program, Simon Fraser University, Burnaby, Canada, 2002

Masters of Arts, English Literature, University of British Columbia, Vancouver, Canada, 2000

Bachelor of Arts, Honours English, University of British Columbia, Vancouver, Canada, 1998