

Suzanne Valiquet B.A. Communications (University of Ottawa)

Highlights of Qualifications

Twenty years of experience in planning marketing & communication strategies, and community consultation programs.

- Experience dealing with all 3 levels of government across Canada.
- Clients vary from public, private, NGO and institutional sectors. They include: community and business leaders, elected officials, communication directors, planners, engineers, developers, and senior government officials and boards of directors.
- Possess expertise in special event planning, fundraising, media relations, PR and multi-media productions.
- Known in Ottawa's artistic, hospitality, and tourism industry.
- Produced several Television and radio PSAs and ads, corporate videos and media presentations.
- Hosted the Trail Road Landfill Site Television Show on Rogers Cable 22 (c. 1992)
- Worked as a reporter for *La Rotonde* and the University of Ottawa's Radio Station - received top awards for *Best Television Host*

Recent Assignments

Quartier Vanier BIA – Executive Director – Hired to oversee the merchants' association's programs and operations. Orchestrate Annual Business Awards, manage the fundraising initiatives for all business supported community events such as the 34 Murals of the Quartier, the Annual Golf Tournament for the Community Centre, the Montfort Hospital Foundation portfolio, Maple SugarFest and the launch of the new Arts in the Quartier Summer program.

Tree Canada Foundation – Media relations, Marketing and Fundraising - Hired to oversee the marketing, communications, media relations and fundraising portfolios for the Tree Canada Foundation. Worked at the National office in Ottawa and orchestrated media events across the country. Acquired and worked with Tree Canada sponsors such as Shell Canada, IKEA, BC Hydro, BC Transmission, Home Hardware, etc., promoting the benefits of tree plantings for Canadians.

Downtown Rideau BIA - Market Research, Marketing and Communications Strategy, Web Design - Conducted a one year analysis of Ottawa's Downtown core. Planned focus groups and consultations with arts and culture sector, City of Ottawa Arts and Culture Branch, NCC, large and small retailers, OC Transpo, Councillor's office, police services, and social service agencies. Assignment includes rebranding, development of communication tools, marketing plan and outreach program.

ReDevelopment Group Inc., – Planning, Marketing, Advertising and Communications - Hired to provide urban planning and development expertise, marketing, communications and public consultation regarding a new

residential project in Ottawa. Tasks include: branding strategy, advertising, public meetings, planning and full marketing tool development.

The Montfort Hospital – Communications, Marketing, Multi-media and Fundraising – Momentum was the agency of record hired to create the hospital's new expansion project communication strategy and implementation plan including the development of a new logo, ad campaign and various other communication tools. In addition, conducted several video and photo shoots throughout construction. Assisted the Montfort Foundation in fundraising with the local community. Developed new communication tools for the hospital staff in various departments. (HR, Nursing and Admissions).

SNC-Lavalin and Bombardier – Ottawa's North-South Light Rail System

A member of the SNC-Lavalin and Bombardier team bidding for the design and construction of Ottawa's new light rail train system. Created a community consultation and communications program including media relations and monitoring, research and information campaigns.

Canada Lands Company - Marketing, communications and community consultation for the development of a new residential project. Deerfield Village, located at Albion and Lester roads in Ottawa south. Assignment included developing project name, logo, slogan, promotional material, newsletter, brochure, website, signage. Conducted several community consultation events.

Official Opening of the new Bytown Bridges - with Adrienne Clarkson, Former Governor General of Canada Orchestrated the Bytown Bridges information campaign during construction from 2003-2005. Planned the official opening ceremonies with Rideau Hall, PWGSC, the City of Ottawa, National Capital Commission staff and elected officials.

Local Business Improvement Areas (BIAs) - Planned special events to promote Vanier's French culture and history. Worked with several community organizations and political figures. Initiated the Annual Business Awards Gala, outdoor signage and new "Quartier Vanier" visual identity. Also working with the Preston Street BIA, in developing a long-term marketing strategy, preparing for the areas new major development projects (Preston Square and LeBreton Flats).

RELEVANT PROFESSIONAL EXPERIENCE

2007 - Present **Momentum – Strategic & Creative**
Partner

2000 - 2007 **Momentum Marketing & Creative Services**
Created a marketing and consulting firm, offering bilingual services to public and private sectors, in the field of community consultation, marketing and communication and fundraising.

1999 & 2000 **Account Executive - ACME Advertising (Ottawa)**
Coordinated a 5-company consortium, and project managed the Elections Canada account for the federal elections of 2000. Planned the information and advertising campaign for several bi-elections and worked with Aboriginal and multi-cultural organizations, adapting messages and broadcast techniques to reach all corners of the country.

1998 & 1999

Producer - Distinct Features Inc. (Ottawa)

Produced local video productions for both public and private sectors including Trial by Ice, the 1997 Ice Storm and the Memorial for the OC Transpo Employee Slaying in 1999.

1990-1998

Communications Coordinator - Region of Ottawa-Carleton

Designed and planned all communication initiatives for municipal programs and projects relating to waste and recycling, transportation construction projects and several city special events. Created several PSAs, educational videos for local schools, and information and awareness programs. Worked with all levels of government on the Nation's Capital and region.

1982-1991

Westin Hotels – Château Laurier and Congress Centre

Worked in the hospitality industry for Ottawa's major hotels as account executive and marketing coordinator. Planned several local fundraising and special events and conferences.

LANGUAGES

Fluently bilingual in French and English (spoken and written).

AWARDS

1995 Landfill the Musical – Reel Awards
1996 Restore the Core – IABC
1997 Composting Spread it Around! – AMA

AFFILIATIONS

Board of Directors, Muséoparc de Vanier Museopark
Ottawa Chamber of Commerce

**SECURITY
CLEARANCE**

Enhanced