

AJ Adams

Communications
Professional

Ottawa, ON

519-572-0381

ajadams@goodworkagency.ca

ABOUT

AJ Adams (he/him) is an enthusiastic, passionate, and creative leader with a commitment to hard work and completing projects. He is a technology-savvy public relations practitioner with experience in strategic communications, government and community relations, graphic design and large-scale event coordination.

SKILLS

DIGITAL COMMUNICATIONS

- Social Media
- Email Marketing
(Salesforce, Salsa, Constant Contact, Mailchimp)
- Adobe Creative Suite
- Communications Strategy
- WordPress
- Google Analytics and Google Ads

PUBLIC AFFAIRS

- Government Relations
- Community Relations
- Issues Monitoring and Management
- Stakeholder Relations
- Policy and Legislation Analysis

MISCELLANEOUS

- Brand Management
- Event Management
- Knowledge Mobilization
- Project Management
- Team Management/
Team Leadership

EXPERIENCE

MANAGER, COMMUNICATIONS

Egale Canada

Dec 2022 – Present

The Manager, Communications is responsible for helping to inform the development and ensure the execution of all communications strategies and activities for Egale Canada.

- Manages the day-to-day operations of Egale's Communications and Marketing Department.
- Oversees staff members of the communications and marketing department.
- Supports the development of annual communications strategies and executes/oversees the execution and evaluation of annual communications strategies for Egale and key programs. These include, but are not limited to Inclusive Workplaces, Inclusive Schools and other educational programs, research, awareness/fundraising campaigns, legal advocacy, community, and industry initiatives.
- Supports communications with Egale's key stakeholders to ensure integration of partnership communications and brand alignment across all platforms.
- represents Egale on various advisory committees including Canada Blood Services' 2SLGBTQIA+ Advisory Committee.

COMMUNICATIONS SPECIALIST

Huron Perth & Area Ontario Health Team (HPA-OHT)

Jan 2022 – Dec 2022 (Contract)

- Led all HPA-OHT communication planning, strategies and builds a stronger image as the OHT structure grows and formalizes within Huron Perth and Area.
- Was responsible for all communications initiatives including (but not limited to): email marketing, media relations, graphic design, website management, video editing and social media management.

COMMUNICATIONS OFFICER**Ontario Centres for Learning, Research and Innovation in Long-Term Care****Jan 2019 – Dec 2021**

This position was through the Schlegel-UW Research Institute for Aging (Jan 2020 – Dec 2021) in Waterloo and formerly through the Bruyère Research Institute (Jan 2019–Dec 2019) in Ottawa.

- Working in collaboration with the Communications Manager, was responsible for communication planning and implementation for the Ontario CLRI program across the three host centres; Baycrest Health Sciences (Toronto), Bruyère Research Institute (Ottawa) and Schlegel-UW Research Institute for Aging (Waterloo).
- Was responsible for all external communications, graphic design, website management, video editing and social media management
- Led internal communications efforts across all three host centres
- Social media reach was between 40,000 and 100,000 per month (Jan-Dec 2020)
- Was responsible for coordinating the planning of special event activities
- Supported host-specific projects at Ontario CLRI host centres; Baycrest Health Sciences (Toronto), Bruyère Research Institute (Ottawa) and Schlegel-UW Research Institute for Aging (Waterloo).

MARKETING MANAGER**Progressive Results Group****Apr 2017 – Dec 2018**

- Responsible for the overall marketing of Progressive Results Group
- Managed day-to-day social media management for 30+ of PRG's clients on multiple social media platforms in various industries including start-ups, non-profits, small businesses, political campaigns, health & wellness, festivals and events, real estate and more
- Oversaw PRG's 'content creation team' (three staff) to deliver high-quality social media management and digital marketing for a plethora of clients
- Managed social media advertising for clients
- Created monthly social media analytics reports for clients
- Created and implemented marketing campaign strategies for new and existing clients
- Prospected new clients in support of the sales team
- Planned and implemented surveys during festivals and events – including an economic impact survey for a large award-winning musical festival

ADDITIONAL EMPLOYMENT INCLUDES:

- Programs and Events Manager, College Student Alliance
- Projects and Events Coordinator, Council of Heritage Organizations in Ottawa
- Social Media Coordinator, Kincardine Business Improvement Area

EDUCATION**PUBLIC RELATIONS
DIPLOMA**

Algonquin College of Applied Arts and Technology

**COMMUNITY LEADERSHIP AND EQUITY, DIVERSITY & HUMAN RIGHTS
BACHELOR OF ARTS (GENERAL)**

Laurentian University

**VOLUNTEER
EXPERIENCE****CURRENT EXPERIENCE**

- Public Relations Program Advisory Committee Member, Algonquin College

RECENT PAST EXPERIENCE

- President/Board Chair, Stratford-Perth Pride
- Board Member, Stratford/Perth ShelterLink (Youth Homeless Shelter)
- Community Member, Community Equity Action Team (Stratford Police)
- Leadership Council, Destination Stratford's Welcoming Community Project