

# DEBORAH EVEREST-HILL

Communications. Public Relations. Writing. Media. Creative.

## PROFILE

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A communications professional and journalism-trained writer with experience developing copy in corporate, magazine, technical and creative environments who is looking for freelance or permanent opportunities.

## SUMMARY

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- + Part-time sales support, Remax Aboutown, present
- + Created and launched my own line of organic clothing and accessories, T-Art—[www.tee-art.ca](http://www.tee-art.ca), present
- + Fifteen years experience as a freelance writer; presently *Arts About Town* and *Exchange* magazines
- + Communications Specialist, Peel District School Board
- + Teacher, journalism print program, Sheridan College
- + Communications Consultant, Hamilton School Board
- + Public Relations Specialist, City of Brampton

## HIGHLIGHTS

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- + Superior research, interviewing, writing and editing skills
- + Communications planning
- + Experience liaising and writing for municipal CAO, mayor
- + Internal and external communications expertise
- + Media relations
- + Event planning
- + Teaching, training
- + Experience working for municipal and regional government; participated on emergency preparedness committee
- + Excellent verbal, inter-personal, presentation and communications skills

## COMMUNICATIONS EXPERIENCE

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[T-ART—www.tee-art.ca](http://www.tee-art.ca)

*Creator*, T-ART, Organic Products, 2008 to present

- + Develop concept and logo for T-Art, a line of organic T-shirts, totes, hoodies and stainless steel bottles that feature altered photographs of trees and encourage consumers to “celebrate nature the organic way.”
- + Create artwork for tees and other products based on my photographs; liaise with printers to ensure design quality
- + Design website, write press releases and other marketing materials
- + Manage marketing, purchasing, advertising and sales

*School Communications Specialist*, PEEL DISTRICT SCHOOL BOARD, 2008 to 2009

- + Developed internal and external communications plans and strategies
- + Managed production of 12,000 kindergarten packages and other materials
- + Provided communications advice and support to principals, teachers, school administration and board staff regarding communications materials, events, advertising and issues management
- + Wrote speeches for the director, senior management and trustees
- + Planned, wrote and edited website content in conjunction with board departments and staff
- + Liaised with the media, government, community groups and the public
- + Co-ordinated events, receptions and workshops

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*Communications Consultant*, HAMILTON-WENTWORTH DISTRICT SCHOOL BOARD, 2004 to 2005

- + Implemented board Visual Identity Program which earned a *Pinnacle* award
- + Provided Visual Identity training to staff; liaised with vendors, employees and printers
- + Developed and edited content for the director's section of the website
- + Created and produced brochures, newsletters, press releases and other materials
- + Pitched stories to the media and tracked media coverage
- + Provided communications advice and support to board departments, management and staff
- + Wrote speeches and speaking notes for the director, trustees and management
- + Liaised with printers, community groups, the media and respond to public inquiries

*Public Relations Specialist*, CITY OF BRAMPTON, 1998 to 1999

- + Prepared Chief Administrative Officer's monthly message to staff
- + Re-designed the *Connections* monthly employee newsletter; managed writing, editing, photography and production
- + Developed and delivered Content & Design guidelines for the internet and print materials; contributed design, layout and editing expertise on the website Re-development Committee
- + Designed and produced *The Brampton Review*, an external magazine-style newsletter, and the *Brampton Seniors' Directory*, a calendar-style guide—responsible for writing, editing, photography and production

## JOURNALISM EXPERIENCE

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*Part-time teacher*, Journalism print program, SHERIDAN COLLEGE, 2006 to 2007

Conducted research, prepared lessons, course materials, and provided instruction for the following courses:

- + Desktop publishing (InDesign)—simultaneously learned and taught the program with short notice
- + Research for Print & Online Journalism—evaluating sources, journalism ethics, research strategies, sources
- + Writing for Newspapers—writing profiles, sports stories, reviews, health articles
- + Magazine Writing & Editing—profiles, feature stories, Q & As, how-to articles

*Contributing writer*, *ARTS ABOUT TOWN* magazine, 2008 to present

- + Write 750-word profiles of local artists, musicians, entertainers and groups for bi-monthly Arts Council publication
- + Conduct interviews, research and fact checking

## PUBLISHED ARTICLES

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<i>Canadian Living</i>	<i>Internal Auditor</i>	<i>Markham Business</i>	<i>School Advocate</i>
<i>In Burlington</i>	<i>OHS Canada</i>	<i>Boat Guide</i>	<i>The Liberal</i>
<i>Oakville's Arts About Town</i>	<i>Municipal World</i>	<i>Recycling Product News</i>	<i>Solid Waste &amp; Recycling</i>
<i>The Muskokan</i>	<i>The Chronicle</i>	<i>Benefits Canada</i>	<i>Accident Prevention</i>

## EDUCATION

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University of Guelph, Guelph, Ont., 1993, Honours Arts, English and History

Conestoga College, Kitchener, Ont., 1996, Diploma Journalism/Print

## COMPUTER LITERACY & OTHER SKILLS

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### GENERAL

Microsoft Word, Excel, Publisher, PowerPoint, FrontPage  
Database management (LACAC)

### CREATIVE

QuarkXpress, InDesign, PageMaker, CorelDraw  
Photoshop, Macromedia  
Contribute & Fireworks  
Print production

### OTHER WORK EXPERIENCE

Burlington Humane Society, *Volunteer*, present  
Region of Peel, *Communications*  
City of Waterloo, *Writing/ Communications, Tax, Economic Development, Parks & Recreation*  
Canadian Professional Sales Association, *Writing*

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