

# Julie Gordon



## ABOUT

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Julie Gordon is a writer, producer and communications strategist living and working in the Pacific Northwest. An avid listener and skilled storyteller, Julie excels at helping individuals and organizations define and articulate their unique visions and set goals toward achieving them. Julie is values-driven; she focuses on projects that foster environmental, cultural and social sustainability. Current areas of interest include: rights and reconciliation for First Nations, the health of the world's oceans, land stewardship and intercultural relations.

## CORE COMPETENCIES

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Writing	Aboriginal Relations	Communications Strategy
Editing	Facilitation	Creative Direction Project
Research	Media Relations	Management

## PROFESSIONAL EXPERIENCE

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1996 - Present

In more than two decades of self-employment, Julie has worked on a wide variety of projects that fall largely (but not exclusively) under the umbrellas of strategic and creative communications. She has worked extensively with the non-profit sector and First Nations, as well as with private businesses and all levels of government. She works independently from her home office and assembles and leads teams as required for larger projects. Some project examples / highlights include:

- Writing commissioned books for the Musqueam First Nation and the Hul'qumi'num Treaty Group
- Developing outreach and strategic plans for the Endangered Languages Project, a digital map-based platform about the world's endangered languages
- Writing and producing *BC People*, a multimedia storytelling project consisting of a coffee table book, podcast series, video, DVD and website showcasing the stories of 65 real people
- Writing and producing two short animated educational videos for BC Healthy Communities
- Facilitating workshops and creating a communications strategy for a remote BC First Nation
- Authoring and producing a 25<sup>th</sup> anniversary report for the First Peoples' Cultural Council
- Managing a research team to populate Metro Vancouver's new online recycling directory
- Creating educational packages about multiculturalism, recycling and climate change
- Acting as content strategist for the rebuild of several websites, including those of Symantec and the Pacific Institute for Climate Solutions

In addition to working on a project-to-project basis, Julie has acted as communications advisor for a number of organizations: New Relationship Trust (2008 - 2013), Pacific Institute for Climate Solutions (2012), Coast Waste Management Association (2012) and the City of Burnaby (2000 - 2002).

Project case studies and portfolio samples can be viewed at [juliegordon.com](http://juliegordon.com)

## WORK HISTORY

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Prior to 1996

CITY OF VANCOUVER  
Recycling Coordinator

1993-1996

ETOBICOKE BOARD OF EDUCATION  
Environmental Officer

1991 - 1993

THE TOWN OF MARKHAM  
Waste Management Programs Coordinator

1989 - 1991

## EDUCATION

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Creative and Professional Writing (Various Courses)  
The Writer's Studio, Simon Fraser University, B.C.

1996-Present

Writing for Public Relations (Certificate)  
Vancouver Community College

1994

Bachelor of Arts (Honours), Environmental Studies & English  
University of Guelph, Ontario

1990

## COMPUTER & TECHNOLOGY SKILLS

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Versed in use of Microsoft office suite. Use of project management software and content Management Systems.

## LANGUAGES

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English: Fluent speaker and writer

French: Basic speaker

## PERSONAL MISCELLANY

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Since there is all this white space on the page...

I currently live in Vancouver with an elderly dog and two young cats. I like to balance urban living with escapes to nature as often as possible. I enjoy almost all things outdoors, particularly if they involve water (or snow) – cross-country skiing and swimming in lakes are among my favourites. I am also a giant fan of arts and culture, in particular film, live music and performance. I rate as an INTP or ENFP on the Myers Briggs test. I value kindness, honesty, respect and humour and try to live with an open mind and heart.

## CONTACT

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