

JUSTIN WOLLIN^{MA}

CREATIVE / STRATEGIC / PROFESSIONAL



INFO

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SOCIAL MEDIA

 [linkedin.com/in/justin-wollin](https://www.linkedin.com/in/justin-wollin)

 [jwollin](#)

PROFILE

I'm a hard-working communications, marketing and stakeholder engagement specialist with a diverse professional background and skill-set. Over the course of my 8+ year career I've developed strategic communication, marketing and engagement plans for organizations in the private, public and non-profit sectors all over the world. I've also successfully started my own business. I'm a solution-focused problem solver and a huge believer in the power of positive thinking!

EDUCATION

2009 - 2011
MASTER OF ARTS (HON.)
INTERNATIONAL RELATIONS

The University of Edinburgh
2.1 - Magister Artium cum laude

2007 - 2009 (Transfer)
BACHELOR OF JOURNALISM

Carleton University
CGPA - 10.70

CAPABILITIES / SKILLS

Professional Skills

Team Leadership
Strategic Communication
Project Management
Content Production
Multi-Media Marketing
Stakeholder Engagement
Public/Media Relations

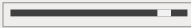
Personal Skills

Creative Thinker
Reliable and Professional
Organized
Problem Solver
Team Player
Quick Learner
Motivated

WORK EXPERIENCE

- 2011 - Present **Consulting Director**  Calgary, Canada
WM Strategic
- Specialized in strategic communication, brand development, content creation, marketing, events and stakeholder engagement
 - Develop dynamic and creative strategies that allow organizations across multiple sectors to effectively engage and communicate with their target audience
 - Work with organizations and companies that are looking for thoughtful, passionate and purpose driven strategies to communicate key messages, connect with important stakeholders, and foster new opportunities.
 - Farm-to-table communication, with the ability to lead the strategic direction of stakeholder engagement from the creative and planning stages to the execution and critical evaluation process
 - Past clients include: *Immigrant Services Calgary, Gentherm Global Power Technologies, Axia Fibre, Vacom Systems LLC, and Notable Building Group*
- 2015 - 2018 **Founder & Managing Director**  Calgary, Canada
Wild Mind Travel Co. Arusha, Tanzania
- Founded international adventure and lifestyle company in November 2015
 - Completed comprehensive business plan and feasibility study
 - Developed company structures, hired and managed all staff
 - Designed all company branding, developed complex ecommerce website, created and executed marketing and outreach strategy
 - Managed all essential stakeholder relationships and customer engagement
 - Achieved high customer satisfaction rating, including 5-star ranking on TripAdvisor
- 2014 - 2015 **Communications Specialist**  Lilongwe, Malawi
Global Affairs Canada
- Completed high-level assessment of the Malawian tea sector
 - Provided advice on alternative business development strategies and capacity building measures
 - Explored trade opportunities on behalf of the Government of Canada
 - Facilitated consultative stakeholder engagement through field visits and meetings with high-level officials. Organized national stakeholder meeting
 - Facilitated engagement with government ministries, commercial tea estates, ethical certification bodies, international organizations, and national media

TECHNICAL SKILLS

Adobe CC 

Wordpress 

Social Media 

Microsoft Office 

Photography 

Writing 

INTERNATIONAL EXPERIENCE



AWARDS & ACHIEVEMENTS

// CERTIFIED EMOTIONAL INTELLIGENCE PRACTITIONER

// NATIONALLY & INTERNATIONALLY PUBLISHED WRITER

// 2009 CANADIAN MILLENIUM EXCELLENCE AWARD

// 2007-2008 CARLETON UNIVERSITY DEANS LIST

INTERESTS

Photography

Health & Fitness

Architecture & Design

Literature


Cooking

Travel

WORK EXPERIENCE / CONTINUED

2013 - 2014

Communications Coordinator
Wood's Homes | WH Foundation

 Calgary, Canada

- Lead/contributed on various communication tasks including marketing, media relations, government liaison, and content production
- Coordinated the development of general and online communications strategies
- Engaged with key audiences including national and local partners, private and public stakeholders, and key government decision makers
- Managed all social media engagement in support of overall brand development, community outreach, service objectives and fundraising

2013

Strategic Partnerships Officer
Sport Scotland | Scottish Government

 Glasgow, UK

- Coordinated and drafted responses to Scottish and UK government inquiries to Sport Scotland
- Managed key stakeholder relationships in order to influence key opinion and policy markers
- Built comprehensive map of Sport Scotland's publics and private sector stakeholders
- Contributed to the development of external communications and marketing materials including *Sport First* and *Holyrood* magazines
- Member of the Scottish Parliament Cross-Party Committee on Sport

2011 - 2012

Senior Communications Analyst
PLM Consultants Ltd.

 Calgary, Canada

- Managed communications, research, and stakeholder outreach for projects focused on economic diversification, First Nations relations, trade and transportation policy development
- Analyzed and reported on a variety of government, industry, and academic reports
- Met with key stakeholders and reported on policy recommendations to executive consultants and high-level government officials including the Premier of Alberta
- Produced content and edited multiple drafts of final report outlining key policy initiatives

2008

OPTI Canada Inc.
Corporate Administrator

 Calgary, Canada

2007 - 2008

Parliament of Canada
Parliamentary Research Assistant

 Ottawa, Canada

2007

Sanjel Corporation
Recruitment Administrator

 Calgary, Canada

2006

NSW Maritime Authority
Employment Relations Administrator

 Sydney, Australia