



## GAIL LETHBRIDGE

BPR, MAEd, CMP (Prosci)

**WRITER/EDITOR  
CONTENT DEVELOPER  
COMMUNICATIONS STRATEGIST  
JOURNALIST**



### CONTACT

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"Gail has been writing opinion pieces, editorials and working as a journalist for The Chronicle Herald and SaltWire Network for many years. She tackles a broad scope of topics with a clear and concise style and delivers her content on time. Her work is well-researched and insightful, and her take on topics is sometimes very funny

- **Laurent LePierres, Opinions Editor, The Chronicle-Herald**

## PROFILE

Communications and marketing professional with background in business, not-for-profits, journalism and universities. Specializing in strategy, story-telling, content development and knowledge translation.

## HIGHLIGHTS

### STORY TELLING/THOUGHT LEADERSHIP

Writing compelling stories and content for organizations that wish to engage key audiences with clear messages in plain language.

### COMMUNICATION AND MARKETING STRATEGY

Developing communications strategy and plans and executing. Designing digital media advertising campaigns and developing media strategy plans for public engagement. Working on issue-based projects

### KNOWLEDGE TRANSLATION

Understanding complex subject matter in business, science, engineering, health and economics and translating for key audiences

## EXPERIENCE

- **Creating content and telling stories** for newspapers, universities and businesses
- **Developing thought leadership pieces** for CEOs and leaders
- **Developing communications/marketing/media strategy, tactics and calendars** for campaigns
- **Developing digital advertising and media campaigns**
- **Developing websites and content** using Wordpress and other platforms
- **Using Adobe Creative Suite** to develop visuals, photographic edits and designs, working with graphic designers, printers on digital marketing campaigns, brochures
- **Using Google Analytics** to track and analyze data
- **Event planning and organization** for business and not-for-profits
- **Script writing** for video productions
- **Teacher** -English as a second language
- **Public Speaker** - various subjects

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## MY WORK Journalism/Thought leadership

### Technology:

Balancing the scales of women  
in tech

### Column on vaccinations:

Anti-vaxxers should face  
consequences

### COVID-19 column

Same storm; different boats

### Employment trends:

Wake up and smell the  
Millennials

### Anti-racism protests

Symbols may fall,  
but will racism truly recede



"I've worked with Gail on a crisis communications strategy for an issue-based campaign. She developed content and helped us identify the goals, key messages, target audiences and media channels. She also provided content on thought leadership and positioning.

- **Beth Skerrett, International  
Sales Director, Enginatics**



## WORK HISTORY

### Writer/Content Developer/Strategist

Inkspot Communications, Halifax  
2006-present

### Communications Advisor/Story Teller -Halifax

Partnership  
Contract Feb-March 2021

### Opinion Columnist/Journalist

Chronicle-Herald & Saltwire News Network  
2004-Present

### Marketing Manager/Research Analyst

Commercial Real Estate  
Avison Young Maritimes, Halifax, 2019-2020

### Director of Communications

Welaptega Marine, Halifax  
1991-2018

### Manager, Management Program for Clinical Program for Clinical Leaders

Dalhousie Faculty of Medicine (Continuing Medical  
Education) 1994-95

## EDUCATION

### Masters of Arts, Adult Education (media literacy)

Dalhousie University, Halifax

### Bachelor, Public Relations

Mount Saint Vincent University  
Halifax

## VOLUNTEER

### President

Squash Nova Scotia (Sport Nova Scotia)

**COVID-19 volunteer** working as swabber in rapid  
testing clinics in Halifax

## PROFESSIONAL DEVELOPMENT

Certificate, Change Management  
Prosci, Halifax

Social Media Bootcamp  
PepperIt Media, Halifax