

Sheila Roberts

418 Dorchester Street, Newmarket, Ontario L3Y 7Z6

Phone:905-853-5867 Fax:905-853-4517

E-mail: mcdonald.roberts@sympatico.ca

Website: <http://www.lword.biz>

Profile

Sheila is a seasoned communications professional with experience in web design and content development, corporate communications/public relations, communications consulting, journalism and advertising. Her support is available on a full-time or contract basis. Sheila has been acknowledged as a team player and team builder, a results-oriented communicator who collaborates to provide creative and strategic solutions.

Experience

2002 -present

Web Designer/Webmaster and Communications Consultant

Partner in consulting firm, *The Last Word Communications* a communications consulting firm for everyone: large corporations to small businesses to individuals. They offer a full range of public relations and communications services, specializing in web design and management, strategic consulting, executive support, and detailed communications planning.

Sheila is webmaster for the AIDS Committee of York Region, <http://www.acyr.org>, designer and webmaster of a number of other websites, in addition to that of *The Last Word Communications'* own site, <http://www.lword.biz>.

1986-2001

Canadian Imperial Bank of Commerce

Director, Corporate Communications (1986-1990 and 1997-2001)

Reported to the Senior Vice-President, Corporate Communications and Public Affairs.

Senior-level position covered a full range of reputation management and brand management responsibilities including:

- **Web and paper-based publications:** writing, editing and managing web, electronic and paper-based communications, including annual and quarterly reports, investor and employee publications
- **Communication strategies:** developing and implementing internal and external communication strategies aligned with business objectives
- **Complex technical communications:** communicating highly technical initiatives in the areas of compensation and benefits, and financial reporting
- **Event management:** planning and implementing CIBC support for two major annual sponsorships – Canadian national music festival and ski championships for the physically challenged
- **Cultural and business change:** enhancing the understanding of significant corporate cultural and business changes, such as the implications of potential mergers and acquisitions
- **Issues and crisis management:** member of issues management team and key member of Y2K communications planning team
- **Continuous improvement:** streamlining communication processes, including the approval system, quality management and introduction of a CIBC style guide

Director, Service/Quality and Quality Management (1991-1997)

Reported to Executive Vice-President and Chief Financial Officer.

Responsible for:

- **Process improvement:** leading process improvement efforts, including facilitating a team to overhaul CIBC's financial planning process and involvement with a multi-functional team to redesign the company's finance organization. Also taught process improvement methodology to senior managers
- **Customer satisfaction and customer satisfaction measurement:** leading the introduction of a service quality culture to CIBC's support groups, developing internal client satisfaction surveys and supporting the implementation of service improvements

1985-1986

Canada Permanent Trust Company (The Permanent)

Assistant Vice-President, Employee Communications

Reported to the Senior Vice-President, Communications and Technology.

Broad range of communications responsibilities including:

- **Communication strategies:** developing and implementing employee communication strategies, including planning for the merger with Canada Trust
- **Publications management:** writing and managing internal and external publications
- **Donations policy:** developing and implementing the first donations policy for The Permanent

1980-1985

Institute of Chartered Accountants of Ontario

Director, Information Services

Reported to the Executive Director, the staff leader of the Institute. Responsibilities included:

- **Executive counsel:** providing communications counsel, including media relations advice, to institute executives
- **Publications management:** writing and managing marketing and member publications
- **Career information:** managing information programs to promote chartered accountancy as a career
- **Community outreach:** organizing and promoting community outreach programs, such as free tax clinics for senior citizens and low-income families

Positions prior to 1980

Held a variety of positions with community newspapers in Ontario, including reporter, editor and general manager. Newspapers included the Aurora Banner, Richmond Hill Liberal, Woodbridge-Vaughan News and Alliston Herald. Responsibilities were wide-ranging, including content planning, feature development, news coverage, writing, copy editing, proofreading, photography, design and layout. Other positions included the role of senior copywriter at both Sears Canada Inc. and Radio Shack Canada.

Education

Bachelor of Arts, English Language and Literature, the University of Toronto (1970), with additional studies in French and Italian.

Professional development

Web design: studied web design at CDI College (Canada); completed HTML and Adobe Dreamweaver courses with the International Webmasters Association.

Presenter: *Web-Based Internal Communications*, International Quality and Productivity Centre, 2001, Toronto.

Process improvement: accredited by Boston-based Forum Corporation as a process improvement facilitator and instructor (PROGRESS methodology).

Computer applications: Microsoft Office family, including Word, Excel, PowerPoint, Access and Publisher; Adobe Photoshop; HTML hand coding; WordPress; and Adobe Dreamweaver, .

Adult literacy: qualified and active as an master tutor and accredited tutor trainer in adult literacy and numeracy.

Relevant memberships

Member of the International Webmasters Association and the HTML Writers Guild.

Member of the Literacy Council York-Simcoe and former member of the board (recipient of the 2004 award for exemplifying the mission of the council through her contribution and support).

Member of the East Gwillimbury Chamber of Commerce.

Past member of the Humber College Public Relations Advisory Committee.

Past chairperson of the editorial board, *Canadian Banker Magazine*.

References

Available on request.