

## PEG AINSLEY

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### Introduction

This top performing communications generalist has left a legacy for each employer in her twenty-year career. Examples include a full spectrum of innovative mix and match display and promotion materials, and a career development volunteer program for event management. Focused on continuous improvement, she has never plateaued, and instead consistently increases her capacity. Her entrepreneurial spirit and open, friendly manner bring joy and a sense of accomplishment into the workplace.

### Work History – Private Sector

Writer for Hire Ltd.  
Oct. 2011 – present

Okotoks, AB *President*

Created corporation and developed clientele through expert communications and networking skills. Contracted services providing web content, promotions, and newsletter production.

Tribus Nostra  
Communications Ltd.  
June 2010-Dec 15, 2011

Victoria, BC and Calgary, AB *Director, Communications*

Developed corporate collateral, created web content, and served on the Advisory Board during development of EvesTribe.com

Three Waves  
Studio Inc.  
July 2002-October 2006

Victoria, BC *President*

Achieved development funding from Telefilm Canada for an original screenplay. Developed industry support through written communications and networking. Wrote screenplays to market and produced two shorts – both were shown at Film Festivals.

Previous private sector experience includes successful event management, creating reports from personally gathered data, career transition counseling and training, and budget management to \$1.5 million.

### Work History – Public Sector

Province of  
British  
Columbia  
Oct 2006 –  
July 2011; and  
June 1996 – Feb 2002

**Ministry of Citizen's Services** May 2010 – July 2011

*Communications Specialist* (part time from April 10, 2011)

Developed story contacts to produce content for an intranet audience of 30,000 employees.

## Work History – Public Sector cont'd

### **Ministry of Health Services** Victoria

*Internal Communications Coordinator* July 2008-April 2010

Created and operated a career building volunteer program for Event Management, and coached participants to success after success. Prepared procedure manuals for each annual event. Contributed to strategic planning to align communications with Ministry business and support employee engagement.

### **Forest Renewal BC**, Corporate Office Victoria

*Corporate Communications Officer* April 1999-Feb 2002

Led community development projects, liaising between stakeholders and the corporation to ensure effective delivery and publicity of programs.

### **Forest Renewal BC**, Kootenay-Boundary Region Cranbrook

*Regional Communications Officer* June 1996-April 1999

Established a communications presence throughout the region with stakeholders and media; database of 250 in six months. Effectively converted those opposed into newsletter contributors. Managed a \$60,000 budget and administered several consultant service contracts to produce newsletters and advertising.

## Education

### Leadership

Leading from any Level (Province of BC-2009)  
Coaching (Ian Chisholm-2008)  
Investment in Excellence (Pacific Institute-2007)  
Successful Negotiations (Pacific Institute-2001)  
Managing in Government (BC Communications Centre-2000)  
Project Management (BC Communications Centre-1995)

### Technical

Adobe in Design Basics (Sector Learning – 2008)  
Screenflash – 2006 Macromedia Flash 2007  
Writing for the Web (BC Communications Centre – 2001)  
Strategic Planning (BC Communications Centre – 2000)  
Advanced PowerPoint – 1999  
Accomplished Toastmaster (Toastmasters International-1984)

### Formal

Grade 12 graduation, Ontario  
College courses in English Literature & Journalism, B.C.  
Many in-house training programs from presentation skills to speech writing.