

ANGELA R. REARDON

GLOBAL PUBLIC RELATIONS LEADER

COMMUNICATIONS
 MEDIA RELATIONS
 MARKETING PLANS

Professional Snapshot	Core Competencies
<ul style="list-style-type: none"> ▶ Advances public relation initiatives and corporate direction. ▶ Builds strategic alliances and coalitions in communications. ▶ Oversees international press and correspondence. ▶ Delivers fully integrated campaigns and programs. ▶ Fosters relations with media and news sources. ▶ Maximizes exposure of organizational message. ▶ Drives corporate brand and message in diverse markets. <p style="text-align: center;">◀◀◀◀◀</p>	Innovative Communication Strategies
	High-Level Media Relations & Publicity
	Public Speaking & Public Awareness
	Brand & Campaign Management
	Communications & Presentations
	Strategic Partnerships & Alliances
	Interactive Electronic Platforms
	Corporate Liaison and Spokesperson

"Angela possesses a profound ability to engage and reach her audiences."
 Brad Whiting, Manager, Productions, YES TV managed Angela at Orion TV

Media / PR / Communications Expertise

- ▶ Sourced and developed communications for a broadcast, which consistently drew over 3,000,000 viewers.
- ▶ Presented final package for 3000-plus evening news shows reaching audiences of over 1,750,000.
- ▶ Worked with major affiliates to formulate strategies and increased viewership in new markets by 35%.
- ▶ Produced powerful ad campaigns presented to multi-national audiences around the world.
- ▶ Wrote, produced, and fronted daily art and entertainment segments for a top ranked magazine.
- ▶ Coordinated over 500 press releases with corporate messaging in mind for North America's largest broadcaster.

Award Winning Performance

- ▶ Best Spot News Story 2010 – Ontario Broadcasters' Association
- ▶ Correspondence Award of Excellence 2008 - CIPR Press and Broadcast Awards
- ▶ Honourable Mention, Market Share 2004 – Radio Association of Canada
- ▶ National PR Person of the Year 2000 – Canadian Entertainer's Guild



Energizing public relations and communications

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Public Relations and Communication Management



DAW TV – Oshawa, ON

www.dawtv.ca/about

2003 – Present

North America's largest private broadcaster, employs over 22,000 people, with over \$15B in annual revenue.

VP COMMUNICATIONS AND PROMOTIONS MANAGER reporting to the Global Vice-President of Marketing

Brought in to oversee public relations and communications both internally and externally. Responsible for media relations, customer communications, and collaboration with sales force while managing internet and intranet development. Worked with multi-disciplinary teams to package and promote brand through multi-media channels.

- Collaborated with the Brand VP, and co-managed a budget of \$5 million introducing innovative strategies that enhanced communications, drove brand awareness, and opened new global revenue channels.
- Developed a new international strategy based more on a strategic rather than reactionary approach. Led to enhanced media relations, adding 12 million new viewers over an 18-month period.



Orion Television – Halifax, NS

www.orion.ca

1999 – 2003

An independent television station connecting with audiences via digital satellite across Eastern Canada.

STRATEGIC COMMUNICATIONS DIRECTOR FOR ENTERTAINMENT PROGRAMS reporting to the President

Recruited to promote entertainment programs and raise viewership in Eastern Canada. Responsibilities included planning, directing, and staging public activities on a budget of \$12 million. Given exclusivity for the advertising of the "Jamboree" program managing production teams of up to 30 people.

- Conducted daily communication strategy meetings providing best practices related to dealing with public and the media (external) as well as with employees and staff (internal). Drove program receipts up by 36%.
- Prepared a critical campaign targeting over 1.7 million viewers on two occasions and doubled popularity based on ratings. This led to a number one ranking and a Canadian Entertainer's Guild Award.



Backline Broadcasting Inc. – Halifax, NS

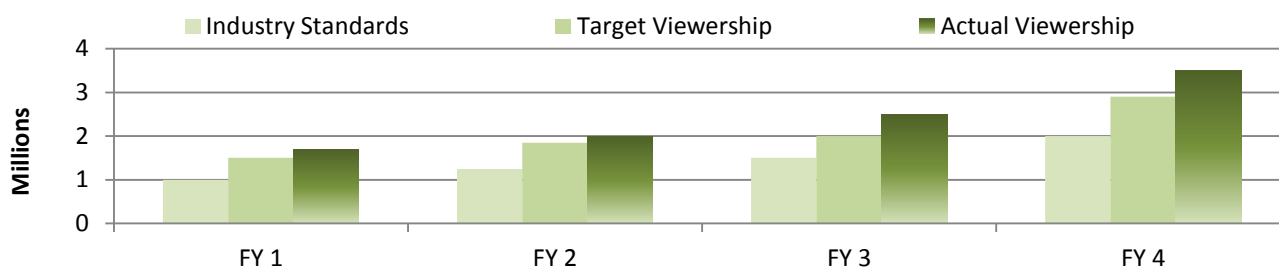
1995 – 1999

The number-one private broadcaster in Nova Scotia. Owned and operated by NSTVglobemedia.

PROVINCIAL CORRESPONDENT (ENTERTAINMENT) reporting to the Managing Producer

Retained, to cover major red carpet events, award ceremonies, and celebrity news in New York and Los Angeles.

- Drove YOY viewership up by close to 3 million viewers to become the number one entertainment newsmagazine, contributing to becoming the most-watched entertainment news show in Eastern Canada.



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ADDITIONAL EXPERIENCE

The Canadiana,
CONFERENCE DEVELOPER

Hillard Company,
RESEARCH CONSULTANT

Lowes News Record,
REPORTER

SAMPLE RELATIONS with MEDIA OUTLETS

Globe & Mail ▶ National Post ▶ Toronto Star ▶ CTV Newsnet ▶ CTV National News ▶ CBC Newsworld
CBC National News ▶ Regional Television Networks ▶ Canadian Press & Radio Broadcast News

Additional Honours & Achievements

Member, Platinum National Honours Society: for outstanding academic achievement

University of Quebec in Montreal: outstanding spirit and activity contribution to French Immersion program

International Association of Business Communicators, Member – 2002 to 2009
Volunteer judge for communications awards, accreditation process

Academic Credentials & Professional Development

Master of Business Administration – University of Toronto (in progress)

Accredited Business Communicator (ABC) – International Association of Business Communicators (2007)

Post-Graduate Certificate in Public Relations – Ryerson University, Toronto (Graduated 2008)

Bachelor of Arts - Honours English – St. Mary's University (Graduated 1996)

Honours Bachelor of Applied Arts (Radio and Television), St. Mary's University (1994)
Public Relations Course – received 100% on final examination



*"Angela is one of the most, diligent, and results-oriented people in our industry.
The energy that she brings to her work drives the PR function!"*

Diane Forlow – supervised Angela in several Public Relations/Media projects

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