

TRACEY SANDILANDS

601 - 207 Shaughnessy Boulevard • North York, Toronto • M2J 1J9
1.647.628.3396 • tracey@tsandilands.com

COMMUNICATIONS EXECUTIVE

Strategic, visionary Communications Strategist with 30+ years' experience in communications at all levels, including delivering strategies to bolster the objectives of large and small organizations.

Expert writer with clear understanding of traditional and new media channels and conventions. Former senior member of national press with a wide range of published works.

Strong financial management ability and exceptional team player and coach. Capable of delivering exceptional results in tight timeframes.

RECORD OF ACCOMPLISHMENTS

CEO and COMMUNICATIONS SPECIALIST

MediaWorld Toronto, Toronto, ON

Appointed to lead this successful start-up company to new heights in the creation of online content and business blogging for independent clients.

ACHIEVEMENTS

- Wrote and published more than 500 articles on a variety of topics for clients.
- Wrote extensively on marketing and content management for clients.
- Creation and curation of search engine optimized content for client websites.
- Developed, wrote and managed several successful business blogs for client companies.
- Wrote, edited and published white papers, eBooks and educational documents.
- Created and managed social media profiles for clients on LinkedIn, Facebook, Twitter, Google+, YouTube and Pinterest.

EXECUTIVE DIRECTOR

Pride Toronto, Toronto, ON

Recruited from South Africa to join this non-profit organization championing Toronto's annual Pride Week celebrations following a 9-month vacancy to transform a turbulent environment suffering with a projected deficit and complete staff turnover into a highly influential and internationally respected event.

MARKETING & COMMUNICATIONS DIRECTION

- Revitalized the organization's brand across online and print publications, refreshing marketing and communications look and feel.
- Project-managed Pride Week street festival, parades and peripheral events, etching out a vision encompassing street closures, obstinate liquor laws, and grant applications while promoting eclectic performers (e.g. Cyndi Lauper).
- Injected modernized systems and tools into an outmoded website and technology network, knitting interactive media into an online database to improve membership participation and volunteer management.

EXPERTISE AT A GLANCE

Strategic Communications Planning
Marketing and Communications
Journalism and Copywriting
Online Content Marketing
Search Engine Optimization
Effective Business Blogging
Social Media Management
Web Content Management
Communications Auditing and Monitoring
Campaign Communications Planning
Change Management Communications
Project Management
Policy Development & Implementation
Policy & Communication Alignment
Performance Evaluation & Motivation

2011 – 2013

2008 – 2011

BY THE NUMBERS

- ✓ MANAGED A \$3.5M BUDGET
- ✓ REALIZED ECONOMIC IMPACT OF \$136M FOR TORONTO
- ✓ GENERATED \$10M IN PUBLICITY
- ✓ EVENT ATTENDANCE OF 1.2M+
- ✓ SECURED 4TH WORLD PRIDE WITH A BUDGET OF \$10M

RECORD OF ACCOMPLISHMENTS CONTINUED...

- Married social networking sites (such as Twitter, YouTube, MySpace, Flickr, FourSquare, and Facebook) with Pride-friendly communications to establish a membership database of 10K+ in one year.
- Pushed boundaries, developing seamless marketing collateral spanning web, print media images, and promotional material as well as establishing media relationships from-the-ground-up to secure an increase of \$10M in publicity in 2010.

BUSINESS & OPERATIONS EXECUTIVE LEADERSHIP

- Directed operations, managed business, staffing, marketing development, government and sponsorship relations and policy advocacy.

FINANCIAL MANAGEMENT EXCELLENCE

- Managed a \$3.5M+ operations budget: labour costs, infrastructure including power & facilities, festival security, event marketing, communications and administration, steering fundraising strategies to establish a revenue reserve.

MANAGING EDITOR

2005 – 2008

Property 24

Hired to industry-leading online property news publication with international readership, to develop the strategic direction of the editorial division, shepherding change management initiatives to drive drastic increases in revenues and readership.

SELECTED ACHIEVEMENTS

- Catapulted website traffic from 50K to 300k unique monthly visitors, driving improvements spanning content, designs and strategic direction.
- Managed an annual budget of \$500K with forecasting and monthly reporting to ensure expenditures aligned with projections.
- Improved editorial policy, expanding web portal to include lifestyle and homeowner sections, increasing readership and advertising revenue.
- Expanded capacity to build a four-person strong staff writing team, as well as eight freelance contributors and 15 guest columnists, to improve and retain expertise.
- Managed article syndication with News24, drawing on sister organizational readership to increase market reach.

BY THE NUMBERS

- ✓ INCREASED TRAFFIC TO 300K UNIQUE MONTHLY VISITORS
- ✓ EXPANDED DAILY PUBLISHED MATERIAL BY 1000 PERCENT
- ✓ SOURCED & ON-BOARDED 15 GUEST EXPERTS
- ✓ BUILT UP EDITORIAL TEAM TO 4 FULL TIME MEMBERS

MEDIA AND EVENTS MANAGER

2004 – 2005

The Triangle Project

Joined this non-profit organization supporting the LGBT community in a newly created position to build up public image and internal infrastructure through brand and marketing creation and event management.

- Revitalized web materials and marketing collateral, improving image and corporate brand through the development of educational materials, photographic campaigns, and clothing and promotional materials.
- Spearheaded event budgeting and creation for industry recognized, innovative pageants including the "sex and culture festival", drawing interest and awareness of LGBT community.
- Tapped into new markets, developing insightful collateral that expanded the reach of niche services.

RECORD OF ACCOMPLISHMENTS CONTINUED...

MARKETING AND COMMUNICATIONS SPECIALIST**2002 – 2004***Green Planet Marketing and Communications*

Successful start-up of agency providing consulting services to independent clients.

- Consulted and advised clients on research, marketing and PR strategies
- Wrote extensively for government, property and private clients, including press releases, magazine articles, profiles, website content, marketing material (copies available)
- Edited and produced in-house magazines for clients, including content compilation, writing and editing, as well as conceptualization and management of graphic design, printing and distribution processes
- Designed and managed websites and intranets for clients
- Organized and managed corporate and marketing events

MARKETING AND COMMUNICATIONS MANAGER**1991 – 2002***Metropolitan Life Insurance*

Multi-national life assurance company with 7000 employees, providing financial services to clients.

- Consulted and advised business divisions on research, marketing and PR strategies
- Wrote, edited and produced internal and external communications
- Managed graphic design studio and printing facility with 40 staff
- Organized and managed events including corporate events, product launches, exhibitions, information tours, press conferences

COMMUNITY LEADERSHIP ROLES**Advisory Board Member**, *Pride Alliance Society, Long Island NY, 2011 - 2013***Board Director**, *Church Wellesley Village Business Improvement Association, 2009 - 2010***Chairperson/Administrator**, *Joburg Gay Pride Festival, 2006 – 2008***Board Director**, *Cape Town Gay Pride Festival, 2002 - 2005***New Homes Assessments**, *Domestic Animal Rescue Group, 1990 – 2005***Chairperson/ Secretary**, *Victory Toy Dog Breed Club, 1996 – 2003***Editor of National Magazine**, *Junior Chamber of Commerce (Jaycees), 1983 – 1989***EDUCATION & QUALIFICATIONS****Professional Certificate in Business Management**, *York University, Toronto, 2012***Bachelors Degree, Communications and English**, *University of South Africa, 2008***Competent Leader Programme (Mini MBA)**, *Kagiso Business Leadership School, 1999***Public Relations Diploma**, *Damelin Management School, 1981*

RECORD OF ACCOMPLISHMENTS CONTINUED...



PROFESSIONAL MEMBERSHIPS (PAST AND PRESENT)

Member – Major International Festivals and Events of Ontario (MIFEN)
Member – Toronto City Summit Alliance (TCSA) working group on Arts and Culture
Member - Women’s Executive Network, Toronto (WXN);
Member - Economics Club of Canada
Member – Toastmasters



NOMINATIONS

Nominated, *Canada’s Top 100 Most Powerful Women*, 2010