

Julie Lapalme

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*Digital Content Strategist with strong design skills & social media background.
Content management & site migration expertise.*

Employment

Webmaster

2012 - 2015

Concordia University, University Communications Services (UCS), Montréal, QC

www.concordia.ca

- Work as part of a larger team on the WCMS project, a university-wide initiative to implement a new WCMS (Adobe CQ/AEM). Project management, communications & client relations are a significant part of the site migration process as well as writing/editing and training
- Migrated Concordia.ca, the bilingual HR site, administrative sites, JMSB Faculty, ENCS & FAS departments and research centres among other sites
- Worked closely with the Information Architect to set up the tagging taxonomy and the News & events structure in CQ/AEM; trained other webmasters and internal clients on the new system
- Manage content & engage community in various social media accounts; monitor via Radian6 Engagement platform
- Monitor daily alerts & source filters & create weekly, monthly & ad hoc Social Media metrics reports via Radian6/Google Analytics
- Write documentation & training material to improve Author Environment (AX); troubleshoot bugs & assist in QA process with other team members

Web & Social Media Specialist

2011 - 2012

Board of Montreal Museum Directors (BMMD) /

Société des directeurs des musées montréalais (SDMM), Montréal, QC

www.museesmontreal.org

- Manage bilingual website for the Board of Montreal Museums
- Manage and update bilingual mobile app "Montreal Museums"
- Regularly work with outside contractors to improve and troubleshoot the CMS for mobile app and website
- Communicate with member museums to promote activities on all platforms
- Oversee social media strategies and work with BDMM team members on various promotional campaigns
- Manage Montreal Museums eNewsletter
- Create statistic reports for mobile, web and social media (Google Analytics)

Web & Social Media Specialist

1998 - 2012

Cuckoo Grafik, Montréal, QC

www.cuckoografik.org

My small business offers web design & development, consultation & social media services as well as customized training. Recent clients:

- **Yes We Do** - Coffee & Vending Services, Sudbury, ON (2010 – 2012)
- **ICOM Canada** - Canadian National Committee of ICOM (International Council of Museums), Montréal, QC. (2012)
- **AVICOM** (ICOM International Committee for Audiovisual & New Technologies of Image & Sound) (2011-2012)

Social Media Instructor

2010 - 2011

Metropolis Blue Foundation, Montréal, QC

tweetpals-twitosphere.blogspot.com

- Developed, prepared & conducted workshops offered to participating schools in Montreal, Quebec City, Toronto, Saint-Boniface & Vancouver.
- Facilitated the integration of classroom curriculum by communicating regularly with teachers & students.
- Established blogs & networks to be used in the project; provided technical support & maintenance.
- Provided technical advice & best practices to students to facilitate the use of software & increase knowledge exchange on the various social networks used in the project.

Employment (cont.)

Web Specialist

2008 - 2010

Canadian Council on Learning (CCL), Ottawa, ON (remote work)

www.ccl-cca.ca www.cli-ica.ca

- Managed bilingual content & provided ongoing design & web support for publication of major reports & products.
- Responsible for overall design & layout of website; ensured adherence of web products to CCL branding.
- Developed, managed & executed a wide range of projects related to CCL's website & acted as liaison with CCL teams & outside contractors.
- Worked as a team on site migration from Microsoft CMS; designed & implemented new templates.
- Promoted CCL corporate profile through social media & multimedia (YouTube, Facebook, podcasts).
- Worked independently & with external contractor on statistic reports for e-newsletter membership (EmailLabs) & web analytics (WebTrends & Google Analytics).

Multimedia Communications

2005 - 2008

IBM Ottawa Software Lab, Ottawa, ON (remote work) & Montréal, QC

- Managed content of intranet portal for IBM Software Group Labs (Ottawa, Montreal & Victoria).
- Worked independently & with various groups to write & post articles online.
- Responsible for overall design of intranet & internal design projects & ensuring adherence to IBM branding.
- Designed logos, PowerPoint presentations & technical posters for Extreme Blue presentations in New York.
- Worked as a team to organize student activities (Future Blue Day & Extreme Blue Ottawa EXPO) & community events like EX.I.T.E. (Science & technology camp for girls) & the Century Ride (cycling event for charity).

Web Developer

Canadian Broadcasting Corporation (CBC), Montréal, QC

CBC Montreal montreal.cbc.ca

2002 - 2004

- Managed content of the CBC Montreal website in collaboration with the Regional Web Developer (Ottawa).
- Responsible for overall site design & ensuring adherence to CBC branding.
- Trained journalists on Content Management System (CMS) (Webwriter & Real Producer).
- Designed various posters to promote community events.

Montreal Matters cbc.ca/montrealmatters/2003

2002/2003

- Created the Montreal Matters website from wireframe concept to the design & integration of templates.
- Managed the content for the first two years of the annual series.
- Documented events & archived the audio & video clips (Real Media).
- Designed poster (2002) & created multimedia presentations in Flash for the two official launches.

Webmaster/Web Designer

Studio XX, Artist-run centre, Montréal, QC

2000 - 2002

Professional Activities

Guest speaker: Golden Key International Honour Society of Concordia University, Speed Networking Event

2015

Mentor: GradProSkills, Concordia University, Speed Networking Events

2012-2015

Member: Organizing committee, conference & annual meeting of AVICOM (ICOM International Committee) & the *Festival International de l'Audiovisuel & du Multimédia sur le Patrimoine (FIAMP.2012)*

2011-2012

Jury Member: *Conseil des arts et des lettres du Québec*, New Media

2011/2009/2004

Member: Organizing committee, *Le XIe Colloque interuniversitaire étudiant de littérature (CIEL)*
French Studies Department, Concordia University

2006

Jury Member: Maid in Cyberspace Festival / HTMLles festival de cyberart du Studio XX

2003

Contributor: New Media Specialists' Competency Chart, Cultural Human Resources Council

2003

Professional Development

Adobe CQ/AEM WCMS, Concordia University	Montréal, QC	2012-2015
Wordpress/SEO, Montreal Web Strategies	Montréal, QC	2010
Sitecore CMS 6 Advanced User, Sitecore	Ottawa, ON	2009
Project Management, Durivage Management Solutions (PMI)	Ottawa, ON	2008
Time, Task & Life Balance Skills, IBM Ottawa Lab	Ottawa, ON	2006
Interactive Screen 0.3, Banff New Media Institute	Banff, AB	2003
Final Cut Pro, Emmedia Gallery & Production Society	Calgary, AB	2001
Macromedia, Centre for Internet & Multimedia Development Inc.	Toronto, ON	1999

Education

Master of Arts degree in <i>Littératures francophones et résonances médiatiques</i> Concordia University, <i>Études françaises</i> , Montréal, QC	2008
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Thesis: La mutabilité au sein de trois oeuvres franco-ontariennes : une lecture du *Malade imaginaire* d'André Paiement, de *L'Homme invisible/The Invisible Man* de Patrice Desbiens et du *Testament du couturier* de Michel Ouellette

Bachelor of Fine Arts degree [Studio Major & Art History Minor] Nova Scotia College of Art & Design, Halifax, NS	1995
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Duncan of Jordanstone College of Art, Dundee, Scotland	1994
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Awards

RTNDA (Radio Television News Directors Association) Regional Award: Central Canada Montreal Matters website, CBC Montreal	2003/2004
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Forum des Nouvelles Écritures: Cyberpitch 2.0, Festival International Nouveau Cinéma Nouveaux Médias Bell Fund winner (<i>Ex Aqueo</i>) for my "Tongue Rug" project	2002
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Scholarships

Carolyn and Richard Renaud Graduate Teaching Assistantship, Concordia University	2005
<i>Bourse d'études supérieures en littératures francophones</i> , Concordia University	2005
Computer Scholarship, Centre For Art Tapes (CFAT), Halifax, NS	1997
Robert Pope and Endowment Scholarship, Nova Scotia College of Art & Design, Halifax, NS	1995

Grants

Research & Creation Grant, <i>Conseil des arts et des lettres du Québec</i>	2002
Travel Grant, Canada Council for the Arts	2001
Presentation Grant, Nova Scotia Arts Council	1998/2000
Professional Development Grant, Nova Scotia Arts Council	1999
First Production in New Media Grant, Canada Council for the Arts	1998
Purchases for the Permanent Collection, Nova Scotia Art Bank	1996/1997

Memberships

Rhizome, Héritage Montréal

References on request