

# Julie Lapalme

Montreal, Quebec

[Web](#) | [LinkedIn](#) | [Instagram](#)

*Digital communications professional with a wide range of skills demonstrating creativity & innovation.*

## Employment

Digital Communications 2020 – 2024  
**Self-employed**, Montreal

Contract work includes digital content management and consultation services on Drupal-hosted sites.

- Dobson Centre for Entrepreneurship, McGill University
- Bensadoun School of Retail Management, McGill University
- Desautels Faculty of Management, McGill University

Digital Communications Officer 2016 – 2020  
**McGill University**, Desautels Faculty of Management, Montreal

Oversaw all aspects of the Faculty's digital presence, working with multiple stakeholders.

- Lead webmaster on Desautels Faculty of Management's Drupal-hosted site & several other microsites.
- Led online News/SEO content strategy for Desautels, leveraging content across McGill sites, screens, social media & newsletters.
- Ensured consistent branding across online and print projects with creative agencies and Marketing & Brand Associate.
- Technical lead on mass email marketing program (Envoke), file storage (Documentum) and networking platform (Ten Thousand Coffees).
- Supported Faculty's University Advancement team on major projects like #MBANext50, #BCom100 and #McGill200 Bicentennial campaigns.

Webmaster 2012 - 2015  
**Concordia University**, University Communications Services, Montreal

- Worked as part of a larger team on the WCMS project, a university-wide initiative to implement AEM. Project management, communications and client relations were a significant part of this site migration process as was writing/editing and training.
- Lead webmaster on News & events, Campus maps and Social media work packages.
- Worked closely with Information Architect to set up the News & events and tagging structure; trained other webmasters and internal clients.
- Monitored daily alerts, maintained source filters & created weekly, monthly & ad hoc social media measurement reports via Radian6 Engagement platform.
- Troubleshooted bugs and wrote documentation; assisted in QA process.

Web Specialist 2008 - 2012  
**Canadian Council on Learning (CCL)**, Ottawa

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

## Employment (cont.)

Web Specialist & Consultant  
**Cuckoo Grafik**, Montreal

1998 - 2012

Through my small business, I offered consultation, web design & development, management of web content & social media.  
Selected clients:

- Board of Montreal Museum Directors
- ICOM Canada - Canadian National Committee of ICOM (International Council of Museums)
- AVICOM (ICOM International Committee for Audiovisual & New Technologies of Image & Sound)
- Conseil local des intervenants communautaires (CLIC) de Bordeaux-Cartierville

Workshops & Training:

- Blue Metropolis Montréal International Literary Festival, Tweet Pals project, Montreal, Toronto, Winnipeg & Vancouver
- Laboratoire NT2, Département d'études littéraires, UQAM, Montreal
- Département d'études françaises, Concordia University, Montreal
- Studio XX (Ada X), feminist artist-run centre, Montreal
- EMMEDIA Gallery & Production Society, Calgary, AB
- St-John's International Women's Film & Video Festival, St-John's, NL
- Khyber Centre for the Arts, Halifax, NS
- Centre for Art Tapes, Halifax, NS

Multimedia Communications

2005 - 2008

**IBM Ottawa Software Lab**, Ottawa & Montreal

- Managed content of intranet portal for IBM Software Group Labs (Ottawa, Montreal & Victoria).
- Worked independently and with various groups to write and post articles online.
- Oversaw overall design of intranet and internal design projects, ensuring adherence to IBM branding.
- Designed logos, PowerPoint presentations and technical posters for Extreme Blue presentations in New York.
- Worked as a team to organize student activities (Future Blue Day & Extreme Blue Ottawa EXPO)

Web Developer

**Canadian Broadcasting Corporation (CBC)**, Montreal

**CBC Montreal**

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 Webwriter CMS and Real Producer.

**Montreal Matters**

2002/2003

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

## Education

University of Guelph, Guelph, ON

**Horticulture Diploma** with Distinction

2024

Natural Landscapes Management & Landscape Design Areas of Focus

- **Sustainable Urban Horticulture Certificate** with Distinction

2024

- **Landscape Design Certificate** with Distinction

2022

Concordia University, Montréal, QC

**Master of Arts degree** in *Littératures francophones et résonances médiatiques*

2008

Nova Scotia College of Art & Design (NSCAD University), Halifax, NS

**Bachelor of Fine Arts degree** [Studio Major & Art History Minor]

1995

International Exchange Program: Duncan of Jordanstone College of Art, Dundee, Scotland

Julie Lapalme

2 / 3

## Professional Development & Training

HighEd Web Annual Conference	Milwaukee, WI	2019
Drupal North Conference, Concordia University	Montréal, QC	2019
EFMD Marcom, External & Alumni Relations Conference, McGill University	Montréal, QC	2019
Les Affaires — Sommet Marketing à l'ère de la transformation numérique	Montréal, QC	2017
Drupal CMS, McGill University	Montréal, QC	2016
The New Storytellers Conference, Centre PHI	Montréal, QC	2015
Adobe Experience Manager CMS, Concordia University	Montréal, QC	2012
Wordpress/SEO, Montreal Web Strategies	Montréal, QC	2010
Sitecore (CMS), Canadian Council on Learning	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
New Media & Deep Web Co-production, Banff Centre for the Arts	Banff, AB	1998

## Professional Activities

<b>Guest speaker:</b> Golden Key International Honour Society of Concordia University, Speed Networking Event	2015
<b>Mentor:</b> GradProSkills, Concordia University, Speed Networking Events	2012-2015
<b>Member:</b> 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
<b>Jury Member:</b> Conseil des arts et des lettres du Québec, New Media	2011/2009/2004
<b>Guest speaker:</b> Webcom Montréal, Succès québécois : Métropolis bleu et Localmind	2011
Tweet Pals project with Katerine-Lune Rollet & Florence Alligrini	
<b>Member:</b> Organizing committee, Le XI <sup>e</sup> Colloque interuniversitaire étudiant de littérature (CIEL)	2006
French Studies Department, Concordia University	
<b>Jury Member:</b> Maid in Cyberspace Festival / HTMLles festival de cyberart du Studio XX	2003
<b>Contributor:</b> New Media Specialists' Competency Chart, Cultural Human Resources Council	2003

## Grants & Awards

Artist-in-residence at the Banff Centre for the Arts and EMMEDIA, I have also been a recipient of several grants from the Nova Scotia Arts Council, the Canada Council for the Arts, and the *Conseil des arts et des lettres du Québec* to support my art practice.

RTNDA (Radio Television News Directors Association) Regional Award: Central Canada 2003/2004  
Montreal Matters website, CBC Montreal

Forum des Nouvelles Écritures: Cyberpitch 2.0, Festival International Nouveau Cinéma Nouveaux Médias 2002  
Bell Fund winner (*Ex aqueo*) for my "Tongue Rug" project

## Memberships

AU/LAB  
Ecological Landscape Alliance (ELA)  
Dorval Horticultural & Ecological Society  
Héritage Montréal  
Friends of the Botanical Garden of Montréal  
Société québécoise de phytotechnologie (SQP)

## Interests

Urban agriculture (UA) & Sustainable urban horticulture  
Native plants & Naturalized gardens  
Rewilding & Pollinator gardens  
Phytotechnology & Green Infrastructure (GI)  
Art, Design & Architecture  
History & Genealogy