LISA RAINFORD

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PROFESSIONAL SUMMARY

Passionate, versatile, and detail-oriented **Communications Specialist** with more than 20 years of experience writing, editing, and presenting engaging content for print and online platforms. Recognized throughout career for possessing a meticulous eye for detail, a knack for storytelling, and a proven history of tailoring approach to meet the needs of specific audiences. Confident and articulate communicator who builds strong working relationships, translates complex information into meaningful terms, and effectively collaborates with diverse stakeholders on a daily basis.

KEY STRENGTHS & SKILLS

✓ Content Creation & Promotion
✓ Writing, Editing & Proofreading
✓ Communications & Public Relations

✓ Digital Marketing & Photography
✓ Project & Event Management
✓ Strategic Planning & Execution

✓ Social Media Management
✓ Stakeholder Engagement
✓ Multitasking & Prioritization

Technical Skills: Microsoft Office Suite | Adobe InCopy | Photoshop | Mailchimp

PROFESSIONAL EXPERIENCE

Communications & Administrative Assistant | City of Toronto – Toronto, ON   **2019 to 2020**
- Provided dedicated communications and administrative support to the Ward 5 City Councillor Frances Nunziata
- Authored key messaging, press releases, public statements, and presentations tailored to target audiences
- Managed the executive calendar, responded to incoming messages, prepared and distributed correspondence
- Represented the Councillor during public appearances and acted as a main contact for media and public inquiries
- Produced content across all online platforms including the Councillor's website, Facebook, and Twitter
- Compiled e-newsletters on a bi-weekly basis and plan community consultations and outreach events

Reporter & Online Editor | Metroland Media Toronto – Toronto, ON   **1999 to 2019**
- Wrote a variety of news stories and features for multiple weekly community newspapers in Toronto including the *Bloor West Villager* from 1999 to 2017 and the *York City Centre Neighbourhood Voice* from 2017 to 2019
- Served as the Online Editor between 2018 and 2019 and created, edited, and uploaded news content for almost 1 million social media followers and the Toronto.com website with more than 1.1 million monthly page views
- Delivered up to 7 articles per week on various topics including politics, education, health, crime, and lifestyle
- Cultivated relationships with local politicians, community members, and business leaders to generate story leads
- Covered major events and city hall meetings that affected the day-to-day lives of the neighbourhood residents
- Juggled multiple concurrent projects on a consistent basis and ensured strict deadlines were always achieved
- Administered numerous social media pages for each publication and disseminated newsletters to subscribers
- Conceived appealing story headlines to attract readers and executed SEO strategies to drive web traffic and views

Key Achievements:
✓ Received commendations for excellence in reporting and built a reputation as a reliable source for covering major economic developments and transformational projects including the Eglinton Crosstown Light Rail Transit
✓ Nominated for Newsperson of the Year in 2013 by J-Source, a leading national Canadian journalism publication
✓ Earned praise from homeowners for breaking a story on the City of Toronto's sale of green space near a 350-year old flood plain without public consultation that could have exacerbate the area's flooding issue
✓ Won an Ontario Community Newspaper Association Award for a story on Woodbine Racetrack's 50th anniversary
✓ Obtained the Community Builders Award from Davenport MP Mario Silva for exceptional contributions
✓ Contributed several features to the *Toronto Star* including stories on condo development and the 2018 election

EDUCATION

Journalism Diploma in Print & Broadcast | Humber College – Toronto, ON