

Gail Lethbridge

Marketing and Communications strategist

Halifax, NS B3H 1N3

gail.lethbridge0@gmail.com - 902 222-5084

A strong communicator and entrepreneur with experience in corporate communications/marketing in the marine technology sector, management, journalism, and adult education. Have lived and worked internationally and possess passports for Canada and the UK.

WORK EXPERIENCE

President

Squash Nova Scotia - Halifax, NS - May 2016 to Present

leading a board to promote the sport of squash in Nova Scotia, organizing tournaments and programs

OPINION COLUMNIST

HALIFAX CHRONICLE HERALD - Halifax, NS - 2004 to Present

1994-PRESENT

Weekly column on politics, economic development, social, provincial, national and international issues.

PRINCIPAL

INKSPOT COMMUNICATIONS - Halifax, NS - 2004 to Present

2006-PRESENT

Providing communications strategy, content and marketing services for a variety of clients.

Owner, Director of Communications

Welaptega - Halifax, NS - January 1991 to July 2015

Marketing and communications for an innovation company developing technologies for inspecting underwater components on offshore oil and gas installations

BOARD MEMBER, COMMUNICATIONS SPECIALIST

BLUENOSE SQUASH CLASSIC TOURNAMENT - 2010 to 2015

Prepared and executed communications plan, key messages, wrote and managed media releases, co-ordinated local and international social media campaign

BOARD MEMBER WELAPTEGA MARINE

WELAPTEGA MARINE LTD - 2008 to 2015

Overseeing and advising on company strategy, finances and governance..Retired

INSTRUCTOR

INTERNATIONAL LANGUAGE INSTITUTE - Halifax, NS - 1993 to 2004

Teaching English as a Second Language and providing cross-cultural training to international students.

MANAGER

DALHOUSIE UNIVERSITY SCHOOL OF MEDICINE - 1994 to 1995

Management Program for Clinical

Leaders - a continuing medical education program teaching clinicians about business and management.
Design - ing, administering, developing instructional materials, working with instructors and delivering module.

INSTRUCTOR

CALEDONIA SCHOOL OF ENGLISH - Prague, CZ - 1993 to 1993

JOURNALIST

HALIFAX CHRONICLE HERALD - Halifax, NS - 1984 to 1992

Reporter, editor, page designer, photographer covering stories and news for a daily newspaper

EDUCATION

Master of Arts in Adult Education

Dalhousie University - Halifax, NS

1996

Bachelor in Public Relations

Public Relations - Halifax, NS

1994

SKILLS

Social Media Marketing (7 years)

LINKS

<https://www.linkedin.com/in/gaillethbridge/>

CERTIFICATIONS/LICENSES

CETEFLA

Teaching English as a foreign language

Social Media bootcamp, Pepperlt Media

November 2015 to Present

social media marketing