

Shauna Dobbie

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Professional Summary

Strategic and hands-on media leader with over 17 years of experience in publishing, communications, and public engagement. Proven track record of growing audiences, leading digital transformation, and implementing content-driven outreach strategies. Skilled communicator, editor, and project manager with a strong foundation in environmental storytelling, community initiatives, and multicultural collaboration.

Core Competencies

- Strategic communications and engagement
- Editorial leadership and copywriting
- Digital media and CRM systems
- Cross-cultural and multilingual awareness
- Volunteer leadership and public speaking
- Project management and implementation
- Environmental awareness and education

Professional Experience

Publisher and Editor-in-Chief, *Canada's Local Gardener* / Pegasus Publications

Winnipeg, MB | 2000–2010, 2018–Present

- Grew print and digital readership by 16% within the last year, since stepping to the helm of the company, through targeted content strategy and engagement initiatives.
- Oversaw editorial, marketing, operations, and audience development across a national publication.
- Spearheaded implementation of a CRM, outsourced database management, and digitized publication processes.
- Produced weekly newsletters and managed social media campaigns to boost engagement.
- Interviewed guests and edited podcast content to support education and outreach.
- Successfully applied for federal and provincial grants to fund projects, most recently AI-driven website improvements and photo archive.

Founder and Director (Volunteer), *Schools in Bloom*

Winnipeg, MB | 2005–2008

- Founded and managed a registered charity focused on school-based gardening programs.
- Gained charitable status, ran programming for three years, and oversaw all administrative tasks.

Fundraising, Canadian Stage Company

Toronto, ON | 1997-1999

- Promoted from telemarketer to telemarketing manager to corporate fundraising manager in 3 years

English Instructor, private language schools

Japan | 1990–1991

- Taught conversational English to students of various ages and backgrounds.

Community Involvement

- Board Member, *Magazines Canada* (current)
- Board Member and Judge, *Communities in Bloom* (National and Provincial)
- Board Member, *Plant a Row - Grow a Row*

Education and Professional Development

- BAH and MA in Drama (Queen's, University of Toronto)
- Courses in Descript, Magazine Manager, digital platforms
- 6-session mentorship with Kahtadin Media Management

Technology and Tools

Magazine Manager (CRM), Descript, Todoist, Brevo (email marketing), basic Adobe Suite (Photoshop, Illustrator, Acrobat)

Additional Skills

- Extensive international travel and residence in Japan and Germany
- Self-directed learner with proven ability to learn whatever is necessary

View portfolio at <https://shaunadobbie.journoportfolio.com/>