

Steven J. Hodges

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Objective

To nurture my professional capabilities as a communicator, content developer, brand ambassador and relationship engineer in a dynamic environment where innovation is both respected and encouraged.

Education

MOUNT ROYAL UNIVERSITY

Bachelor of Applied Communications - Public Relations

Calgary, AB

Sept 2006 – May 2009

Qualifications Summary

- 5 years experience in collaborative communications roles
- Oversaw revitalization of Safeway/Sobeys integration website for 1,000+ employees
- Expertise in media relations, content writing & development and digital media planning
- Co-organizer and host of SMBYEG, a monthly sold-out event that promotes social media literacy

Relevant Experience

SOBEYS

Communications Specialist

Edmonton, AB

May 2012 – Current

- Provide internal, media and consumer relations support for store openings and special announcements
- Create and edit internal publications including intranet and bi-weekly e-newsletter to 250+ corporate staff and memos to more than 130 stores in the West region
- Improved readership from 30 to 50 per cent within the first year of taking over the editorial duties
- Liaise with national team to support company-wide initiatives such as Safeway Integration, Better Food for All and AIR MILES launch

SOCIAL MEDIA BREAKFAST EDMONTON (SMBYEG)

Event Co-Chair and Host

Edmonton, AB

Oct 2010 – Current

- Co-organize and host a monthly event featuring prominent social media leaders
- Nurture relationships with local businesses to secure event sponsors
- Develop and execute cohesive monthly promotional strategy across multiple platforms
- Boosted overall attendance by 100 per cent from 35 to 70 attendees in the first two years

CALGARY COMIC & ENTERTAINMENT EXPO

Media & Guest Relations

Calgary, AB

Apr 2008 – Apr 2013

- Managed news and social media inquiries for Western Canada's largest pop culture event
- Acted as publicist and promoted event at various pop culture themed exhibits across North America
- Developed CCEE's social media strategy and managed the organization's Facebook (24,000 fans) and Twitter account (13,400 followers)
- 2012 attendance doubled to more than 60,000 largely due to a combination of a strong traditional media presence and the effective use/adoption of social media tools

124 STREET BUSINESS REVITALIZATION ZONE

Marketing, Social Media & Events

Edmonton, AB

Nov 2011 – Mar 2012

- Developed & executed all marketing & communications plans, both traditional and digital, to raise awareness and driving traffic to the area
- Organized seasonal events and contests to generate publicity for the local shops and services
- Represented the association at local events to engage community members and business owners
- Increased association's Facebook fans by 279% and Twitter followers by 209% within three months

GURU DIGITAL ARTS COLLEGE

Communications & Relationship Specialist

Edmonton, AB

Apr 2011 – Nov 2011

- Created and managed integrated marketing strategies to increase enrollment
- Developed & coordinated communications projects for internal and external purposes
- Served as a spokesperson and recruiter to increase awareness within schools and the general public
- Prospective leads generated increased by 25 percent from 30 to 40 in three months

ALBERTA AGRICULTURE & RURAL DEVELOPMENT

Public Affairs Officer

Edmonton, AB

Jan 2009 – Dec 2010

- Provided departmental and Ministerial communications support such as strategic planning and media
- Worked on a cross-functional team to organize one of the first employee conferences in webinar format for the Government of Alberta
- Produced marketing collateral with graphic designers, ensuring government guidelines and standards were consistently met
- Developed and executed communications and media project plans

Extracurricular Activities

Blitz Conditioning – Blogger –In-Residence

July 2013 - Current

Calgary Underground Film Festival – Publicist

Mar 2008 – Apr 2009

Public Relations' Society of Mount Royal University – Member/President

Jan 2007 – May 2009

Relevant Skills

- Skilled in Mac O/S, Windows, Microsoft Office, Adobe Creative Suite
- Familiar with audio and visual editing software like Final Cut Pro, Audacity and Garage Band
- Adept in the use of social media dashboards like Hootsuite, TweetDeck, Buffer and more

References

Mike Lupien – (Phone: 780.292.0906)

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Kandrix Foong – (Phone: 403.616.2757)

E-mail: kandrix@calgaryexpo.com

Chris Tse – (Phone: 780.239.2026)

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