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CAROLYN F. WILLIAMSON

COMMUNICATIONS & ENGAGEMENT SPECIALIST

EDUCATION

Bachelor of Communication Studies

Professional Communications
MacEwan University

Certificates

Intercultural Communication Levels 1, 2, & 3

NorQuest College

Indigenous Canada

University of Alberta

Fundamentals of Public Participation and Engagement

IAP2

Designing Public Participation and Engagement

IAP2

SKILLS

- Project Management
- Stakeholder Relations
- InDesign, Illustrator, Photoshop, Canva, MS Office, MailChimp, Google Apps, & Wordpress
- Website Content & Design
- Multi-Media Graphic Design
- Media Management
- Advanced Writing & Editing
- Branding Strategy & Design
- Email Campaign Management
- Creative Problem Solving
- Community Engagement
- Meeting & Program Facilitation
- Strategic Planning
- Diverse Team Management

ABOUT ME

I am a passionate interdisciplinary specialist with almost 10 years of professional experience in community-focused multimedia communication, engagement, and leadership. I excel at developing and managing programs that empower underserved groups to more effectively utilize public services, drive change, promote growth in their communities, and build pathways to self-advocacy..

EXPERIENCE

reVerb Communications

Stakeholder Communications Advisor | 2024-2026

Responsible for the following: Designing and managing a stakeholder relations program for the Capital Line South LRT Extension; building and managing relationships with community leaders and stakeholders affected by the construction; building and maintaining a relationship with the ward councillor; leading strategic stakeholder communication.

Insurance Brokers Association of Alberta (IBAA)

Information & Marketing Coordinator | 2020-2024

Responsible for the following: marketing creative for events, awards, professional development, and social media; planning, creating, and implementing multi-platform marketing campaigns; leading website development and web content creation/upkeep; designing, writing, and editing government advocacy initiatives; leading and maintaining logo/branding development and usage; co-creating and implementing annual communications strategy; building a media relations and press tool kit for board use; writing and designing for a quarterly publication.

Edmonton Community Adult Learning Association (ECALA)

Communications & Operational Support | 2018-2020

Responsible for the following: Supporting grant applicants through the granting process, including proposal strategy and editing; graphics and document creation; event photography; grant allocation and operational budget support.

Toys R Us

Store Manager | 2010-2018

Started as staff and progressed through leadership roles until becoming a store manager. Responsible for the following: Hiring and onboarding; staff mentorship and training; customer service leadership; scheduling and shift management; conflict resolution.