

Yasmina El Jamaï

Certified Writer, M.Sc.

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Writing, Editing, Translation & Voice-over Specialist

15 years' experience in Communications

Bilingual French and English - Excellent computer skills

EDUCATION

- 2000: Master in **Communications**, Université de Montréal, Montreal, Canada
Thesis on the hate propaganda regulation on the Internet
- 1997: Certificate in **Journalism**, Université de Montréal, Montreal, Canada
- 1994: B.A. in **Political Science**, McGill University, Montreal, Canada
- 1990: **English** Proficiency Certificate, Concordia University, Montreal, Canada
- 1990: **French** Baccalauréat Diploma in **language, literature** and **philosophy** (Mention A. Bien)
Lycée Lyautey I, Secondary School, Casablanca, Morocco

PROFESSIONAL EXPERIENCE

- Since 2006: **Business leader**
Média & Rédaktica Pro
Writing and Editing (articles, Web, corporate content, summaries, etc.).
Research, Translation (French-English – English/Spanish-French). Voice-over in French.
- 2010-2011: **Instructor**
Communication department, Université de Montréal
COM-2150: Writing in communication 2
- 2005: **Senior Account Executive**
Fleishman-Hillard, Montreal, Canada
- ◆ Press relations for national & international clients.
 - ◆ Coordination/execution of communication projects for these top-notch clients.
 - ◆ Drafting and translation of communication texts (French to English – English to French).
 - ◆ Media list preparation and update for Quebec area.
- 2003-2004: **Editorial Developer, Corporate Learning Division**
Federated Press Publications, Montreal, Canada.
- ◆ Research and writing of conference programs in English and French.
 - ◆ Recruitment and interviews of guest speakers and panellists from the private and public sectors.
 - ◆ Translation of internal and external documents from English to French.
- 2002-2003: **Editor in chief**
Le Maroc Chez Nous, Casablanca, Morocco
- ◆ Interviews and writing of most of the magazine's content (over 100 texts).
 - ◆ Editing and proofreading of the whole content.
 - ◆ Supervision of both a French and a Belgian correspondent.
 - ◆ Supervision of the update of the magazine's Web site in collaboration with the graphic designer.
- 2000-2002: **Media and Public Relations Officer, Corporate Journalist, and Events Coordinator**
Natural Sciences and Engineering Research Council of Canada (NSERC)
- ◆ Writing of communication documents (press releases, briefing notes, communication plans, invitation cards, scenarios, speaking notes). Collection of relevant information and realization of the press review.
 - ◆ Compilation of a bilingual weekly scientific newsletter aimed at the media.
 - ◆ Interviews with scientists and engineers and popularization of their research through articles.

- ◆ Public affairs and media relations for mainstream and specialized media.
- ◆ Organization and/or coordination of press conferences and award ceremonies.
- ◆ Leading of over 15 complex communication projects requiring negotiation skills.

1998-2008: **Webmaster**
 Graham Spry Fund for Public Broadcasting - Université de Montréal, Canada.

- ◆ Creation, design and update of the bilingual Web site www.com.umontreal.ca/spry.

99/00 & 04: **Media Relations Officer**

- ◆ Promenade Ontario, 10th Santa Claus parade 2004 – Montreal, Canada
- ◆ Angoulême Comic Strips Festival, 2000 - Montreal, Canada
- ◆ Orientations and Employment Week, 1999 - Université de Montréal
- ◆ Pilates Centre, Montreal, 2000 – Montreal, Canada

- ◆ Research, writing of press releases, etc.
- ◆ Media relations, welcoming and drafting of the report on the media coverage.

98, 03, 06 & 07: **Coordinator of Internal and External Communications & Public Relations**
 Graham Spry Fund for Public Broadcasting - Université de Montréal, Canada

- ◆ Coordination of the event (logistics, recording procedures, administration...).
- ◆ Creation/Update of the media contact list, conception of press releases and promotional flyers.
- ◆ Translation of communications documents from French to English.
- ◆ Transmission of invitation cards and press releases.
- ◆ Promotion of the event in all local universities, through listservs and electronic media to ensure a good visibility of the conference.
- ◆ Media relations and reception of the audience.
- ◆ Handling of the guest speakers' schedule for interviews (Peter Dahlgren and Cees J. Hamelink).

1998: **Press Review Agent**
 Bombardier, Head office, Montréal, Canada

- ◆ Screening of a dozen francophone and anglophone newspapers; selection of the relevant articles, and daily conception of the press review.

1998-2000: **Teaching Assistant**
 Université de Montréal, Communications Dept. and Continuing Education Fac.
 (Courses: International communication; Communications within organizations; and Statistics).

- ◆ Support of undergraduate students.
- ◆ Editing of their term papers and their written exams.
- ◆ Animation and workshop facilitation.

1997: **Responsible for internal and external communications**
 Service d'Aide aux Jeunes Entrepreneurs (SAJE) – LaSalle

- ◆ Creation of a communications plan aimed at favouring the entrepreneurs' use of the SAJE services.
- ◆ Promotion of 20 entrepreneurs through articles published in regional newspapers in order to increase the visibility of the SAJE.
- ◆ Writing of the text for a bilingual flyer (English-French) about the SAJE's mission.

1996-2011: **Journalist for the following publications:**

- ◆ *Québec Entreprise*, 2009-2010.
- ◆ *National Magazine, CBA*, 06-11.
- ◆ *CCCA Magazine, CCCA*, 06-11.
- ◆ *Le Journal du Barreau*, monthly, 2005-2006.
- ◆ *Le Maroc Chez Nous*, magazine, 2002-2003.
- ◆ *Messager Lasalle & Lachine*, 1997-1998.
- ◆ *Clin d'Oeil*, magazine, 1996-1997.
- ◆ *Dire*, graduate students review, UdeM, 1996.
- ◆ *Santé*, magazine, 1996.
- ◆ *L'Essentiel*, magazine, 1996.
- ◆ *CISM-Radio*, 1996.
- ◆ *L'Économiste*, Moroccan weekly, 1996.
- ◆ *The Daily News*, McGill, 1992.

OTHER EXPERIENCE

- 2002: **Commercial Agent; Bilingual Surveyor (French-English)**
♦ ACE Service gagnant; Infracorces and Elytis, 2002 - Paris, France
- ♦ Door to door sales of IT products and services.
 - ♦ Surveys and recruitment of medical doctors for various events.
- 1993-1996: **Telemarketer, Customer Service Representative, Information Agent and Surveyor**
- ♦ Statistics Canada, 1996 - Montreal, Canada
 - ♦ Québec Recherches, 1994-1995 - Montreal, Canada
 - ♦ C.E.C.M. and Quebec Census, 1994 – Montreal, Canada
 - ♦ Media Express Telemarketing, 1993-1994 - Montreal, Canada
 - ♦ Information Agent, 1994, Movantis - Casablanca, Maroc
- ♦ Customer service inbound calls about the census in French, English and Spanish; Surveys.
 - ♦ Recruitment of business directors and executives for events and focus groups.
 - ♦ Sales calls for various organisations (Canadian Tire Auto Club; Sprint Canada; Manulife, etc.)
 - ♦ Information, assistance and reception during the international 1994 JOUBA Trade Show.
 - ♦ Sales verification and preparation or translation of sales pitches (English-French).

PERSONAL ASSETS

I am a highly responsible and enthusiastic employee, who can multitask and is eager to learn everyday.

DISTINCTIONS

- ♦ Trophy awarded by the Université de Montréal Communication department for my exceptional contribution to the department (2007)
- ♦ **The 2001 Jean-Lucien Caron Excellence Award** for the master's thesis presented by l'Association de la recherche en communication du Québec (ARCCQ).
- ♦ Special Mention: **Made the Dean of Graduate and Postdoctoral Studies' Honor List** for the Master's degree, 2000.
- ♦ **The Jacqueline-Blouin scholarship** for the best thesis outline in the field of journalism, Department of Communications, Université de Montréal, 1997-1998.

VOLUNTEER WORK

- ♦ **2007-2011:** Member of the board of directors of la Société québécoise de rédaction professionnelle and member of the Université de Montréal advisory board of the Jim Taylor colloquium.
- ♦ **2007-2009:** Reader at the CNIB.
- ♦ **06, 07 & 09, 10 & 11: Member of the Université de Montréal Fonds Alma Mater Jury and students' representative**
- ♦ **2005-2006: Association des professionnels en intranet, internet et extranet (API).**
Participation in the writing of the monthly newsletter of the Association (Infolettre).
- ♦ **2005:** Creation of the Web site www.violapolomeno.com.
- ♦ **2004: (Sept.) – 2005 (Oct.): International Association of Business Communicators (AIPC-Montreal).**
Editor in chief, then co-writer of the monthly newsletter of the Association (Le Communiqué).
- ♦ **1998-2005: Graham Spry Fund for Public Broadcasting.**
Creation of the Web site and yearly update.
- ♦ **2001: Government of Canada Workplace Charitable Campaign.**
Fundraising for the campaign within NSERC.
- ♦ **2000: Canadian Public Relations Society, 2000 Annual Conference, Ottawa.**
Writing of an article for the newsletter, handling of the participants' registration and logistic.

References and portfolio available upon request
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