

Yasmina El Jamaï

Certified Writer¹, M.Sc.

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Writing, Editing, Translation & Training Specialist
Over 25 years of Canadian experience in Communications

Main languages: French, English, Spanish

PROFESSIONAL EXPERIENCE

- Since 2006: **Founder and Entrepreneur**
Média Rédaktica
Writing, Editing, Proofreading and Translation of corporate/promotional content, business profiles, success stories about science, reports, websites/intranet sites, keyword optimization, internal/external communications material, social networks content, articles, etc.
Languages: French-English – English/Spanish-French).
Various trainings tailored for private and public organizations to optimize their messages.
- Since 2010: **Teacher and Trainer**
Communication department, Undergraduate level, Université de Montréal and various Canadian businesses.
COM-2150: Writing in communication II (14 3-hour courses comprising web and corporate copywriting, and writing for internal communications, journalism and social networks provided to 40 students per semester).
- 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).
- 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, writing and revising of the magazine's content (over 100 texts).
 - ◆ Supervision of both a French and a Belgian correspondent.
 - ◆ Supervision of the update of the magazine's website 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 and press kits.
 - ◆ Production of a press review and 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 coordination of press conferences and award ceremonies.
 - ◆ Leading of over 15 complex communication projects requiring negotiation skills.

¹ Also a member of L'Association des communicateurs scientifiques du Québec.

- 1998-2008: **Webmaster**
Graham Spry Fund for Public Broadcasting - Université de Montréal, Canada
- ◆ Creation, design and update of a bilingual website for the annual event.
- 1999-2004: **Media Relations Officer for the Spry Fund**
- ◆ Research, writing of press releases and other materials for various mandates.
 - ◆ Media relations, welcoming and drafting of the report on the media coverage.
- 1998-2007: **Coordinator of Internal and External Communications & Public Relations**
- ◆ Coordination of the annual 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.
 - ◆ Promotion of the event in all local universities, through listservs and electronic media.
 - ◆ Handling of the guest speakers' schedule for interviews (Peter Dahlgren, Cees J. Hamelink, etc.)
- 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 and the SAJE through articles in order to increase their visibility.
 - ◆ Writing of the text for a bilingual flyer (English-French) about the SAJE's mission.
- 1996-2024: **Journalist for the following publications:**
- ◆ *JBC Média*, 2016-2019-2021-2023-2024.
 - ◆ *Québec Entreprise*, 2009-2017-2021.
 - ◆ *Constructo*, 2019.
 - ◆ *National Magazine-CBA*, 2006-2017.
 - ◆ *CCCA Magazine*, 2006-2017.
 - ◆ *Cultures & Terroirs*, 2015.
 - ◆ *Lepetitjournal.com*, 2015.
 - ◆ *Transcontinental*, 1997, 1998, 2013, 2014.
 - ◆ *Jobboom*, career guides, 2006-2007.
 - ◆ *Le Journal du Barreau*, monthly, 2005-2006.
 - ◆ *Le Maroc Chez Nous*, magazine, 2002-2003.
 - ◆ *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.

EDUCATION

- 2000: Master in **Communications**, Université de Montréal, Montreal, Canada
Thesis on the hate propaganda regulation on the Internet
- 2014: **Spanish** Proficiency Certificate, McGill University, Montreal, Canada
- 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**
Lycée Lyautey I, Secondary School, Casablanca, Morocco (with distinction)

CONTINUING EDUCATION

- 2023: Adopting good retroaction practices - Advanced use of Zoom for teaching, UdeM, Canada
- 2022: The act of teaching and efficient teaching principles, Université de Montréal, Canada
- 2021: Writing in a gender-fair way, Office québécois de la langue française
- 2021: The act of teaching and efficient teaching principles, Université de Montréal, Canada
- 17-18: Online courses delivery, Université de Montréal, Canada
- 2018: Tools, resources and translation support environment, Université TÉLUQ, Canada
- 2017: Creation of online courses, Université de Montréal, Canada

PERSONAL ASSETS

Excellent computer skills. Responsible, enthusiastic and team spirited. Multitasker and fast learner. Kaizen philosophy. Establishment of win-win relationships.

DISTINCTIONS

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

VOLUNTEER WORK

- ♦ **2021-2026:** Language Portal of Canada, **Translation Bureau**
- ♦ **2018-2026:** Mentor of entrepreneurs, **Futurpreneur Canada**.
- ♦ **2012, 2017, 2019:** Assessor for the legislative/presidential/European elections, Consulat Général de France à Montréal.
- ♦ **2006, 2007, 2009, 2010, 2012, 2013, 2014, 2015:** **Member**, Université de Montréal **Fonds Alma Mater** Jury.
- ♦ **2013, 2014:** Member of the Université de Montréal "**Club des 100**" Jury.
- ♦ **2007-2012:** Member of the board of directors of the **Société québécoise de la rédaction professionnelle** and member of the Université de Montréal advisory board of the **Jim Taylor colloquium**.
- ♦ **2007-2009:** Reader at the **CNIB**, Montreal.
- ♦ **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 Website 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](#)).
- ♦ **2001: Government of Canada Workplace Charitable Campaign**, Ottawa.
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.

MISCELLANEOUS

- ♦ Passion for travelling and world cultures. Sports. Reading. Horticulture. Singing. Piano.

References and portfolio available upon request