

# Janet Sandor

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- Content Creation
- SEO
- Social Media
- RFPs
- Event Planning
- Media Relations
- Outreach
- Education
- Fundraising

For more information and writing samples, please visit my website [janetsandor.com](http://janetsandor.com).

# Writing/Editing

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## **Designed/edited/wrote:**

- Press releases, backgrounders, web content, fundraising materials, speeches, grant applications, and social media content.
- Content for the CareerMash Scavenger Hunt website. CareerMash is an IT education outreach initiative.
- The *Engineer-in-Residence Program Guide*, the curriculum-linked manual for Professional Engineers Ontario's flagship education outreach initiative. The guide was praised as an example of best practices in outreach materials.
- Information package for the Canada Science and Technology Museum cross country consultation sessions.

## **Edited:**

- The programs for over 100 concerts each year for the Montreal Symphony Orchestra.

## **Edited/translated/adapted:**

- Companion website to *Insectia*, a nature series produced by Pixcom and aired on the Discovery Channel.
- *Fashion Quest*, a series about the history of fashion, produced by Pixcom and aired on the History Channel.
- *Great Train Stories*, a series about Canada's railways, produced by Pixcom and aired the History Channel.

## Public and Media Relations

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- Increased the reach of Research Infosource's *Canada's Innovation Leaders* supplement through customized national and regional press releases, and amplified media pick-up by helping organizations listed to develop and disseminate their own content.
- Exceeded goals for the number of media hits by over 35% for the Canada Millennium Scholarship Foundation's annual media campaign focusing on the accomplishments of 400 Ontario-based scholarship winners. Provided media and community relations strategies for a national consultation. Built on the consultation process to create an "Ambassador Program" designed to encourage third parties to disseminate and champion messages gleaned from the Foundation's research program.
- Created radio public service announcements for the Canada Millennium Scholarship Foundation and the Engineer-in-Residence Program.
- Created communications vehicles that advanced the Canadian Institute for Advanced Research's CIFAR's priorities by securing media coverage for the organization and its funders on *The Discovery Channel*, CBC television and radio, *Maclean's Magazine*, and web-based media outlets.
- Oversaw media relations activities for the Montreal Symphony Orchestra's 60<sup>th</sup> anniversary. Generated extensive coverage at the regional, national, and international level.

## Event Planning

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- Worked with our firm's principals to grow the Research Money Conferences from a one-day workshop for a handful of policy analysts into two-day conferences that draw high-profile registrants from business, post-secondary institutions, and government. The conferences include a trade show/exhibits component to showcase the work of our partners. Since 2011 the conferences have been live-tweeted.
- Designed and implemented *CareerMash*, a hybrid technology trade show/career fair held at Roy Thomson Hall. The event included a multi-media stage show, featured over 50 exhibitors, drew more than 1,600 students, and surpassed the client's targets by over 100%.
- For the Canada Millennium Scholarship Foundation, I designed and managed over 50 recognition and celebratory events for up to 900 guests in collaboration with post-secondary institutions, members of parliament, and two of Ontario's Lieutenant Governors. These became models for similar events across the country.
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- Developed public events in collaboration with museums and science centres to raise the profile of the Engineer-in-Residence Program.