

Hello Lululemon. You need an internal communications strategist.  
I know just the girl: Me (see below).



# Rachelle LeBlanc Quiney

**[rah-shell] Noun:**  
MBA (look, Mom — I did it!)  
Storyteller (writer and wordsmith extraordinaire)  
Idea Maker (marketing strategist)  
Yoga Instructor (namasté)  
Fun to be around (if I do say so myself)  
Your awesome new hire! (if this résumé goes well)



## Education:

(Where'd I learn to learn like that?)

**MBA:** Service Management Specialization  
University of Victoria | June 2010

**Bachelor of Arts (BA):** Anthropology & Professional Writing  
University of Victoria | June 2006

**Diploma:** Theatre/Dance/Voice—Triple Threat!  
Canadian College of Performing Arts | May 1999



## Skills:

(What tricks do I have up my sleeve?)

**Writing & Editing:** Think Hemingway, but better dressed.

**Communications Planning:** You had me at "communicate".

**Print, Online and Social Media Savvy:** I like variety. It shows.

**Social Marketing:** Want change? I'm on it.

**Presentation:** Can you hear me now? It's in the bag.

**Event Planning:** Move over Martha. I'm a good thing.

**Collaboration and Relationships:** I'm like the People Whisperer.

**Graphic Design/Esthetic Eye:** I made this résumé. Amiright?

**Also included: endless energy,  
boundless creativity & oodles of motivation.**



## Awards:

(What's on my mom's fridge?)

- >> Ragan Communication Award | 2011  
Best Community-building Blog (this is kind of a big deal)
- >> UVic MBA David Ritchie Specialization Award | 2010  
Top Student in Service Management
- >> BCGEU Student Scholarship | 2009
- >> Pacific Leaders Scholarship | 2008 & 2009



## Experience:

(How'd I get so good at this stuff?)

- >> **Internal Communications & Marketing Manager**  
BC Public Service Agency | Feb 2011 – Present
- >> **Internal Communications Manager**  
BC Public Service | May 2007 – Feb 2011
- >> **Event and Communications Coordinator**  
BC Public Service Agency | May – Sept 2009
- >> **Sponsorship Coordinator**  
Department of National Defence | June 2006 – May 2007
- >> **Student Recruitment Officer**  
University of Victoria | Sept 2005 – May 2006
- >> **Project Officer/Researcher/Writer**  
Vancouver Island Health Authority | May – Aug 2005
- >> **Communications Officer**  
BC Forest Practices Board | April 2003 – Aug 2004
- >> **Advertising Director**  
The Martlet Publishing Society | Sept 2002 – April 2005
- >> **Special Constable (I bet you did not see this one coming)**  
Royal Canadian Mounted Police | April – Aug 2002

**8** Years' experience crafting superbly  
engaging internal communications.

I do have experience with  
InDesign, Illustrator and  
SharePoint (amongst others).

← **YES**

**Goal of mine: #1**  
Work for  
Lululemon & make  
the magic happen.

Pairs of shoes  
in my closet,  
not counting  
**67** flip flops.  
I know.

**We should talk. Soon. Get me at:**

✉ leblanc.r@gmail.com ☎ 250.294.6372 🐦 @RachelleLQ

🔍 [www.rachelleleblancquiney.com](http://www.rachelleleblancquiney.com)