

Rob Maguire

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PROFESSIONAL EXPERIENCE

Saskatchewan Jazz Festival | Marketing & Sponsorship Director

Saskatoon, SK | 2008–present

- Responsible for marketing and communications strategy and coordination of PR activities.
- Increased sponsorship revenue in 2009 by securing two new major corporate sponsors.
- Developed and implemented the organization's first comprehensive online marketing plan.

Art Threat | Founder & Editor

Saskatoon, SK | 2007–present

- Conceived, designed and launched website on political art, cultural policy, and contemporary media issues.
- Coordinated and trained contributors on writing for web, digital image editing, and HTML.
- Implemented publicity campaign resulting in 50,000 new visitors in one month.

Rob Maguire Media | Communications Consultant

Saskatoon, SK | 2003–present

- Wrote and edited press kit for Punk The Vote, a documentary on homeless youth running for office.
- Created print and interactive marketing materials for an international political cinema network.
- Analyzed survey data and edited report on Armenian refugees for the Norwegian Refugee Council.

National Film Board of Canada | Technology Coordinator

Montreal, QC | 2007–2008

- Advised production team of best practices on the web during the development of a video sharing website on social issues.
- Coordinated bloggers and technical support for coverage of the Festival de Nouveau Cinéma.
- Leveraged social media (Facebook, blogs, etc.) to promote website and recruit contributors.

überculture collective | Executive Director

Montreal, QC | 2003–2008

- Performed administrative and public relations duties for non-profit media arts organization.
- Planned and participated in a tour of an independent documentary film across 12 provinces and territories.
- Developed a non-profit beer and marketed it in Montreal and Vancouver.

Turpanjian Center for Policy Analysis | Visiting Research Scholar

Yerevan, Armenia | 2004–2005

- Researched and evaluated the impact of energy sector reform on poverty and sustainable development.
- Interviewed government officials, residents, and community leaders to gather information.

EDUCATION

Dalhousie University | MA – International Development Studies

Halifax, NS | 2010 (expected)

- GPA 3.9. Thesis topic: Energy sector reform and human development.

Concordia University | BA – Honours Political Science

Montreal, QC | 2003

- GPA 3.8. Thesis topic: Corporate environmental responsibility and public relations.

PROFESSIONAL AFFILIATIONS & COMMUNITY INVOLVEMENT

Broadway Theatre | Board Member

Saskatoon, SK | 2009–present

Americans for the Arts | Member

Washington, DC | 2009–present

- Arts Marketing Emerging Leaders Scholarship recipient, 2009.

National Press Photographers Association | Member

Durham, NC | 2007–2009

SKILLS

- Bilingual: English (native), French (advanced comprehension, intermediate written/spoken).
- Skilled with digital audio and video recording equipment and editing software.
- Software: Adobe Creative Suite, Microsoft Office, Wordpress.
- Proficiency in CSS, (X)HTML, RSS and wikis. Knowledge of web usability best practices and search engine optimization.