

# KATIE BAILEY

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Senior content and editorial strategist with exceptional instincts for research and storytelling.  
Respected team leader highly skilled in relationship and stakeholder management.  
Creative and resourceful problem solver. Collaborative, curious and committed.

## EXPERIENCE

### **CONTENT DIRECTOR & EDITOR, KIDSCREEN** BRUNICO COMMUNICATIONS (TORONTO)

**FEBRUARY 2022 - JUNE 2023**

Leadership and oversight of all editorial products (daily newsletter, magazine, events) for an international B2B media brand serving the multi-billion-dollar children's entertainment industry.

#### **KEY ACHIEVEMENTS:**

- Recruited six new staff in six months and mentored/managed seven direct reports.
- Gained rapid expertise and respect in a complex, multi-faceted industry.
- Led team in generating insightful, thought-provoking journalistic content.
- Led ideation, recruitment, and execution of content for annual conference, resulting in a 95% positive response from its almost 2,000 delegates.
- Traveled globally to liaise and develop relationships with key industry stakeholders.

### **COMMUNICATIONS MANAGER**, ROYAL ONTARIO MUSEUM (TORONTO)

**JUNE 2019 - FEBRUARY 2022**

Management and oversight of all internal and external communications for Canada's #1 museum, including high-volume media relations, reputation management, and exhibition PR.

#### **KEY ACHIEVEMENTS:**

- Instituted new processes to improve department's relations across museum.
- Played critical role in supporting C-suite and curators throughout pandemic closures.
- Launched and led multi-department coordination of support for museum initiatives.
- Led team in launching over 10 major exhibition PR campaigns.
- Led integration of social media team from marketing to communications.

### **COMMUNICATIONS WRITER**, ROYAL ONTARIO MUSEUM (TORONTO)

**APRIL 2019 - JUNE 2019**

### **CONTENT DIRECTOR & EDITOR, PLAYBACK**, BRUNICO COMMUNICATIONS (TORONTO)

**JULY 2013 - MARCH 2019**

Leadership and oversight of all editorial products (daily e-newsletters, magazines, social) of the leading national media brand for Canadian film & TV, including the Banff World Media Festival.

#### **KEY ACHIEVEMENTS:**

- Revitalized, grew, and maintained the brand's reputation with industry and readers through high-quality journalism and relentless stakeholder engagement.

- Revamped a multitude of editorial products for quality, profile and impact.
- Built a social media strategy to address paywall challenges and follower complaints.
- Hired, mentored, and managed a team of three writers.

**CONTENT & ENGAGEMENT MANAGER, MOTUM B2B (TORONTO)**

**MARCH 2013 - JULY 2013**

Lead content specialist for a marcomms agency specializing in national and multi-national B2B brands across construction, infrastructure, and materials.

**KEY ACHIEVEMENTS**

- Gained rapid subject matter expertise and thought leadership in client industries.
- Led a new webinar strategy for infrastructure client, writing, recording, and publishing slide-based webinars with client voice-over to support marketing automation.
- Initiated a new overall social media strategy focused on business communications.

**CONTENT SPECIALIST, MOTUM B2B (TORONTO)**

**MARCH 2012-FEBRUARY 2013**

**EDITOR, PLAYBACK, BRUNICO COMMUNICATIONS (TORONTO)**

**MAY 2011 - MARCH 2012**

Appointed to Playback to lead a team producing a national daily newsletter and print magazine.

**MANAGING EDITOR, MEDIAINCANADA.COM, BRUNICO COMMUNICATIONS (TORONTO)**

**MARCH 2011 - MAY 2011**

Developing, assigning, and writing daily news stories for executives in the media buying industry.

**ASSOCIATE EDITOR, MEDIAINCANADA.COM, BRUNICO COMMUNICATIONS (TORONTO)**

**OCTOBER 2009 - MARCH 2011**

**STAFF WRITER, MEDIAINCANADA.COM, BRUNICO COMMUNICATIONS (TORONTO)**

**AUGUST 2009 - OCTOBER 2009**

**WRITER, FREELANCE (TORONTO)**

**JUNE 2004 - AUGUST 2009**

Built a profitable business with clients across marketing agencies, book publishers and media.

**EDUCATION**

**1999-2002**

**BACHELOR OF MASS COMMUNICATIONS, CARLETON UNIVERSITY, OTTAWA, ON**

**SKILL UPGRADING**

**B2B SEO WRITING ESSENTIALS, LINKEDIN (ONLINE, PRESENT)**

**ACES CERTIFICATE IN EDITING, POYNTER (ONLINE, PRESENT)**

## **VOLUNTEER**

- **Member, Program Advisory Committee for Creative Industries Management (CIM)**  
Sheridan College Pilon School of Business | Sep 2018 - Jun 2022
- **Director, Board of Directors** St. Lawrence Co-operative Daycare (SLCD) | Jun 2018 - Jul 2020