

**GALE HAGBLOM ALAIE**

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**PROFESSIONAL  
PROFILE**

Over ten years experience in media and communications

Over seven years experience in magazine editorial, design, advertising & production.

Co-ordinated several major events; from initial concept through implementation of project

Effective at sourcing new promotional, advertising and event opportunities

Experience in managing staff; multiple projects; meeting deadlines; providing leadership; providing computer support and workplace training.

Served on several boards and committees; spearheaded fundraising projects, involved in organizational restructuring and development.

**EXPERIENCE**  
March 2000  
to present**Saskatchewan Craft Council - Saskatoon, SK****Position: Communication & Publications Coordinator**

- supervise and develop all SCC communications projects
- assign and coordinate contributions to SCC communications projects
- supervise, art direct, design and edit all SCC material including a monthly newsletter, exhibition and special event catalogues, invitations, craft market material and organization promotional material
- tender and supervise contracts with writers, photographers, proof readers, web site developers, etc.
- develop and administer communication's budget
- troubleshoot SCC computer systems and provide computer instruction to SCC personnel
- coordination and maintenance of SCC web site

1996 - 2000

**Fireweed Design****Position: Self-employed**

- graphic design contract services

1993 - 1995

**The Great Northern Arts Festival - Inuvik, NWT****Position: Publicity/Communications Coordinator**

- GNAF Board Director, 1993-1995
- coordinated CBC public relations/promotional events

1993-1994

**Inuvik Preschool Society - Inuvik, NWT****Position: Teacher/Coordinator**

- prepared and administered curriculum for 57 students aged 2-5 years
- introduced and supervised fundraising campaign; awarded \$4,500.00 in grant funding
- supervised a teacher assistant and four practicum students from the Early Childhood Education program at Aurora Campus

EDUCATION	NSCAD University Bachelor of Fine Arts - Interdisciplinary degree	2006 - 2007
	University of Saskatchewan College of Arts & Science (part-time studies)	2003-2005
	Banff Centre for the Arts New Media Program (Graphic Design)	1994 - 1995
	University of Saskatchewan College of Arts & Science	1978-80
ASSOCIATED TRAINING	Information Technology Services - Dreamweaver University of Saskatchewan	2007
	Writing for the Web Editors' Association of Canada - Saskatoon	2005
	Web Design Alberta College of Art & Design, Calgary	2004
	Grammar & Copy Editing Simon Fraser University, Vancouver	2003
	Proof-reading and Copy Editing Editors' Association of Canada - Saskatoon	2003
	Magazine Editing Immersion Workshop Simon Fraser University	2001
	Advanced Design for Multimedia Banff Centre for the Arts	1999
COMPUTER SOFTWARE	QuarkXpress, Adobe Illustrator, InDesign CS, Dreamweaver, Photoshop, xHTML, CSS, Streamline, Acrobat, Microsoft Office, scanning (flatbed and slide); proficient in both Mac and PC platforms	
COMMUNITY WORK	Mendel Art Gallery, Saskatoon Great Northern Arts Festival, Inuvik, NWT - Board Director Inuvik Women's Shelter, Inuvik, NWT - Board Director Churchill Arts Council, Churchill, MB - Board Chair Banff Centre for the Arts, Banff, AB - Volunteer (First Nations Theatre) "Flicks" Saskatchewan International Children's Festival, Saskatoon - Board Director Saskatoon Symphony, Saskatoon - Volunteer Steephill Food Cooperative, Saskatoon - Board Director Saskatchewan Craft Council, Saskatoon - EXPO '03 & '04 Committee member	
MEMBERSHIP	Graphic Designers of Canada (GDC) Editor's Association of Canada (EAC) Saskatoon Housing Coalition, Inc. - Board Director Art Gallery of Nova Scotia	