

# Kathleen Lane-Smith

## Strategic Communications & Project Management



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### **WE (formerly Free The Children)**

#### Editorial Production Manger, Content & Strategic Communications

- April 2017*  
– *present*
- Managing the editorial calendar for the WE Stories digital platform to ensure the writing and design teams are meeting the timelines and strategic goals of the department.
  - Leading the new distribution strategy of the WE Stories platform by instituting new processes and relationships with departments across the organization, including liaising with the integrated marketing team for larger organization-wide campaigns.
  - Establishing the use of analytics and data to track content performance. I helped introduce processes for analyzing past data to make informed recommendations on current content initiatives.

### **WE**

#### Manager, Executive Communications, Executive Office

- April 2016*  
– *April 2017*
- Oversaw the planning, strategy and execution of the co-founder's communications, including business development, external stakeholder relations and large-scale amplification projects for WE Day events and the ABC and CBS WE Day broadcasts.
  - Managed a team of up to five communication specialists and ensured they had the tools to effectively deliver high quality content in a fast-paced environment where accuracy was essential.
  - Acted as a main point of contact between the co-founder and internal stakeholders to ensure alignment on communication strategy and to move projects forward.

### **WE**

#### Editing Manager, Executive Office

- September 2014*  
– *April 2016*
- Mentored communication specialists through workshops and personalized feedback.
  - Edited communication projects to ensure overall strategy alignment, quality and effectiveness, and led creative direction for specialized and sensitive projects.

### **WE**

#### Writer and Editor, Creative and Communications

- August 2012*  
– *September 2014*
- Played a leading role in developing content strategy for marketing brochures and yearly educational guides for online distribution, as well as targeted marketing content reaching more than 250,000 people.
  - Initiated and spearheaded the creation of a house style guide to improve consistency across the organization's print and web assets.
  - Wrote articles appearing in prominent newspapers, including the *Seattle Times* and the *Ottawa Citizen*, which aligned with organizational content strategy.

### **Virtual Team Builders**

#### Editorial Intern

- March 2012*  
– *August 2012*
- Researched and wrote instructional text for audio scripts, PowerPoint, and educational web modules on a variety of team management topics.

### **Technical Skills**

- *Salesforce*
- *Google Analytics*
- *Facebook Business Manager*
- *HTML/CSS*
- *WordPress*
- *Microsoft Office Suite*

### **Education**

#### University of Alberta

*Master of Arts,  
English Literature  
2010-2011*

#### University of Toronto

*Honours Bachelor of Arts,  
English and History  
2006-2010*

### **Professional Development**

#### Project Management Institute

- *Certified Associate in Project Management (CAPM)*

#### Ryerson University

- *Fundamentals of Project Management*
- *Publishing Overview: Education*
- *Copy Editing for Books, Journals and Reports*
- *Indexing for Books, Journals, and Reports*
- *Substantive and Stylistic Editing*

#### Accenture

- *Effective Communication*
- *Change Management*

### **References**

*Available on request*