

## Julie Lapalme

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*Creative multidisciplinary professional with corporate web experience & proven content management & site migration expertise. Extensive teaching background in new media & social media.*

### Employment

Web & Social Media Specialist 2011

**Board of Montreal Museum Directors (BMMD) /  
Société des directeurs des musées montréalais (SDMM), Montreal, QC**  
[www.museesmontreal.org](http://www.museesmontreal.org)

- Manage bilingual website for the Board of Montreal Museums
- Manage and update bilingual mobile app “Montreal Museums”
- Regularly work with outside contractors to improve and troubleshoot the CMS for mobile app and website
- Communicate with member museums to promote activities on all platforms
- Oversee social media strategies and work with BDMM team members on various promotional campaigns
- Manage Montreal Museums eNewsletter
- Create statistic reports for mobile, web and social media (Google Analytics)

Social Media Instructor 2010 - 2011

**Metropolis Blue Foundation, Montreal, QC**  
[tweetpals-twitosphere.blogspot.com](http://tweetpals-twitosphere.blogspot.com)

- Developed, prepared & conducted workshops offered to participating schools in Montreal, Quebec City, Toronto, Saint-Boniface & Vancouver.
- Facilitated the integration of classroom curriculum by communicating regularly with teachers & students.
- Established blogs & networks to be used in the project; provided technical support & maintenance.
- Provided technical advice & best practices to students to facilitate the use of software & increase knowledge exchange on the various social networks used in the project.

Web Specialist 1998 - 2011

**Cuckoo Grafik : Coucou graphique, Montréal, QC**  
[www.cuckoografik.org](http://www.cuckoografik.org)

- My small business offers Design, Web Development & Consultation services as well as customized training. Recent clients:
- **AVICOM** (*Comité international des musées pour l'audiovisuel et les technologies de l'image et du son dans les musées*), Montreal, QC. Site Migration (TYPO3) & Maintenance (2011)
  - **CLIC de Bordeaux-Cartierville**, Montreal, QC. Site migration to Wordpress hosted site (2011)
  - **Canadian Council on Learning**, Ottawa, ON. Design & Web Development (2010-2011)
  - **Yes We Do Coffee & Vending Services**, Sudbury, ON. Design & Web Development (2010-2011)

Web Specialist 2008 - 2010

**Canadian Council on Learning (CCL), Ottawa, ON (remote work)**  
[www.ccl-cca.ca](http://www.ccl-cca.ca) [www.cli-ica.ca](http://www.cli-ica.ca)

- Managed bilingual content & provided ongoing design & web support for publication of major reports & products.
- Responsible for overall design & layout of website; ensured adherence of web products to CCL branding.
- Developed, managed & executed a wide range of projects related to CCL's website & acted as liaison with CCL teams & outside contractors.
- Worked as a team on site migration from Microsoft CMS; designed & implemented new templates.
- Promoted CCL corporate profile through social media & multimedia (YouTube, Facebook, podcasts, etc.).
- Worked independently & with external contractor on statistic reports for e-newsletter membership (EmailLabs) & web analytics (WebTrends & Google Analytics).

## Employment (cont.)

### Multimedia Communications

2005 - 2008

#### **IBM Ottawa Software Lab**, Ottawa, ON (remote work) & Montreal, QC

- Managed content of intranet portal for IBM Software Group Labs (Ottawa, Montreal & Victoria).
- Worked independently & with various groups to write & post articles online.
- Responsible for overall design of intranet & internal design projects & ensuring adherence to IBM branding.
- Designed logos, Powerpoint presentations & technical posters for Extreme Blue presentations in New York.
- Worked as a team to organize student activities (Future Blue Day & Extreme Blue Ottawa EXPO) & community events like EX.I.T.E. (science & technology camp for girls) & the Century Ride (cycling event for charity.)

### Web Developer

#### **Canadian Broadcasting Corporation (CBC)**, Montreal, QC

##### **CBC Montreal** *montreal.cbc.ca*

2002 - 2004

- Managed content of the CBC Montreal website in collaboration with the Regional Web Developer (Ottawa).
- Responsible for overall site design & ensuring adherence to CBC branding.
- Trained journalists on Content Management System (CMS) (Webwriter & Real Producer).
- Helped coordinate special projects (CBC Radio Intranet & CBC Livewire).
- Designed various posters to promote community events.

##### **Montreal Matters** *cbc.ca/montrealmatters/2003*

2002/2003

- Created the Montreal Matters website from wireframe concept to the design & integration of templates.
- Managed the content for the first two years of the annual series.
- Documented events & archived the audio & video clips (Real Media).
- Designed poster (2002) & created multimedia presentations in Flash for the two official launches.

### Webmaster/Web Designer

#### **Studio XX**, Montreal, QC

2000 - 2002

## Professional Development

Wordpress/SEO, Montreal Web Strategies	Montreal, QC	2010
Sitecore CMS 6 Advanced User, Sitecore	Ottawa, ON	2009
Project Management, Durivage Management Solutions (PMI)	Ottawa, ON	2008
Time, Task & Life Balance Skills, IBM Ottawa Lab	Ottawa, ON	2006
Interactive Screen 0.3, Banff New Media Institute	Banff, AB	2003
Final Cut Pro, Emmedia Gallery & Production Society	Calgary, AB	2001
Macromedia, Centre for Internet & Multimedia Development Inc.	Toronto, ON	1999

## Education

Master of Arts degree in <i>Littératures francophones et résonances médiatiques</i> Concordia University, <i>Études françaises</i> , Montreal, Quebec	2008
Bachelor of Fine Arts degree [Studio Major & Art History Minor] Nova Scotia College of Art & Design, Halifax, Nova Scotia	1995
Duncan of Jordanstone College of Art, Dundee, Scotland	1994

## Professional Activities

Jury Member, <i>Conseil des arts et des lettres du Québec</i> , New Media	2009/2004
Jury Member, Maid in Cyberspace Festival / HTMLles festival de cyberart du Studio XX	2003
Contributor, New Media Specialists' Competency Chart, Cultural Human Resources Council	2003

## Awards

RTNDA (Radio Television News Directors Association) Regional Award: Central Canada Montreal Matters website, CBC Montreal	2003/2004
Forum des Nouvelles Écritures: Cyberpitch 2.0, Festival International Nouveau Cinéma Nouveaux Médias Bell Fund winner ( <i>Ex Aqueo</i> ) for my “Tongue Rug” project	2002

## Grants

Research & Creation Grant, <i>Conseil des arts et des lettres du Québec</i>	2002
Travel Grant, Canada Council for the Arts	2001
Presentation Grant, Nova Scotia Arts Council	1998/2000
Professional Development Grant, Nova Scotia Arts Council	1999
First Production in New Media Grant, Canada Council for the Arts	1998
Purchases for the Permanent Collection, Nova Scotia Art Bank	1996/1997

## Scholarships

Carolyn and Richard Renaud Graduate Teaching Assistantship, Concordia University	2005
<i>Bourse d'études supérieures en littératures francophones</i> , Concordia University	2005
Computer Scholarship, Centre For Art Tapes	1997
Robert Pope and Endowment Scholarship, Nova Scotia College of Art & Design	1995

## Membership

Conseil québécois des arts médiatiques (CQAM), Héritage Montréal, Société d'histoire de Pointe-Saint-Charles, Rhizome

*References on request*