

Michael McClure

A versatile, imaginative, and experienced communications professional seeking to offer a variety of skills and creative energy in a marketing communications capacity

Experience

Customer Service Representative	Taylor Transport, Waterdown Ontario	2002 - Present
Information Technology Coordinator	Ontario Community Newspapers Association, Burlington Ontario	1998 - 2002
Audiovisual Technician / Medical Photographer / Department Coordinator	Department of Audiovisual Services, St. Joseph's Hospital & Hamilton Health Sciences Corporation, Hamilton Ontario	1989 - 1997
Director of Audiovisual Communications	World Missions Communications, PAOC, Toronto Ontario	1983 - 1989
Audiovisual Assistant	Department of Educational Services, The Mississauga Hospital, Mississauga Ontario	1982 - 1983

Education

◦ Markel Tractor-Trailer Diploma	Markel Professional Transport Training - Guelph	Oct. 2002
◦ Technical Writing Certificate	Humber College, North Campus - Etobicoke	1998
◦ Internet Design Certificate	Humber College, North Campus - Etobicoke	1998
◦ Interactive Multimedia Certificate	Humber College, North Campus - Etobicoke	1996
◦ Bachelor of Arts – ongoing studies	English Major - University of Waterloo Distance Education Program	Ongoing studies
◦ Applied Photography Diploma	Sheridan College, Oakville Campus	1982

Computer Skills

Cross-platform proficiency (Windows and Macintosh)

Page Layout	Quark XPress ❖ PageMaker ❖ some InDesign and FrameMaker
Design	PhotoShop ❖ some Illustrator and Macromedia Director
Web authoring	FrontPage ❖ HTML ❖ some GoLive, PageMill, and Dreamweaver
Productivity	Office 2000 ❖ Adobe Acrobat ❖ MS Project ❖ FileMaker Pro
Operating Systems	Windows NT4.0 and 2000 ❖ Mac OS 7.1 through OS X
Servers	MS Back Office Server ❖ Exchange Server ❖ Terminal Server
General	Proficient with current web browsers, email applications, and FTP.

Work Summary

- Driving / Customer Service**
 - LTL services throughout the Golden Horseshoe region including GTA. Freight generally includes prepared foods, raw ingredients, farm supplies, gift items, office products, and sensitive instruments.
 - Weekly runs to Ottawa and throughout Quebec
 - Some smaller DZ truck loads to area retail locations and shopping malls
- Web Development**
 - Website administrator and content editor/writer for corporate Intranet (www.ocna.org) and a provincial information site (www.infoontario.com).
 - Developed several commercial web projects as part of corporate marketing strategies (www.livingbooks.ca, www.the-source.ca, www.agnesflowerco.ca).
- Technical**
 - Cross-platform technical knowledge (Windows 95 to 2000, including Windows NT, NT Server & workstation. Macintosh OS 7.1 – OS X).
 - Experience with systems administration and networking.
 - Regional technical coordinator for a health satellite network.
 - Event staging and logistics.
 - Computer hardware and A/V equipment repair and maintenance.
- Media Production/Arts Writing**
 - Technical writing and copy writing.
 - Script writing/editing, and audio engineering.
 - Multimedia production and authoring.
 - Digital and traditional photography/imaging.
 - Photo editor, design and layout consultant.
 - Illustration, fine art, and graphic design.
 - Video and film production for education and marketing.

Achievements

- Developed an association Intranet/Extranet to expand an on-line presence and replace a costly electronic bulletin board system (BBS). The website was developed as a business and membership information portal.
- Assembled an external design team to help develop and maintain a corporate web presence.
- Spearheaded the development of a community information site with Canada's first aggregated classified ad search feature.
- Implemented a web-based digital advertising distribution service to decrease distribution costs, speed delivery and increase revenue through added and improved services.
- Developed a video production division within the department of audiovisual services at Hamilton-Wentworth's largest teaching hospital.
- Implemented and maintained a 5-channel closed circuit television system for health education.
- Coordinated a regional health satellite television network.
- Implemented a digital imaging service to advance new technologies for health education.
- Reduced training costs by adopting media-based training. This helped educators devote more time to producing effective training materials.
- Established and managed an audiovisual services department for an international humanitarian organization.
- Supervised the redesign and construction of new production facilities for five different organizations.

Associations and Interests

- Past member of the Society for Technical Communications (STC) including two special interest groups: **marketing communications** and **online communications**.
- Enjoy writing & publishing projects, nature photography, fine arts, reading, golf, and Canadian history.

References are available upon request .