

Portfolio of  
**Dawn M. Barker**

*TRANSFORMATIVE  
COMMUNICATIONS  
PROFESSIONAL*

*...how can I help YOU succeed?*

- My Resume •
- Graphic Design •
  - Branding •
  - Web Design •
- Corporate Communications & Writing •
  - Animation •

*[www.dawnmbarker.com](http://www.dawnmbarker.com)*

# Dawn M. Barker, CAPM

## TRANSFORMATIVE COMMUNICATIONS PROFESSIONAL

[www.dawnmbarker.com](http://www.dawnmbarker.com)

Email: [info@dawnmbarker.com](mailto:info@dawnmbarker.com)

*Experienced design and communications professional with 17+ years of practice in a range of capacities. Project management experience and designation (CAPM). Seeking to leverage knowledge and experiences into a new challenge*

## EDUCATION

### NEW MEDIA COMMUNICATIONS CERTIFICATE

*(Currently completing)  
Saskatchewan Polytechnic,  
Regina*

### CAPM DESIGNATION

*PMI International,  
Saskatoon*

### CERTIFICATION IN:

ILLUSTRATOR CS6

Level 2 PHOTOSHOP

CS6 Level 2 INDESIGN

CC Level 2 ACROBAT XI

PRO Level 2 MS

PROJECT PRO 2013

EXCEL 2013 Level 2

WORD 2013 Level 2

*MicroAge, Regina*

### SERVICE BEST CERTIFICATE

*Tourism Saskatchewan*

### FIRST AID & CPR

*St. John's Ambulance*

**REFERENCES  
AVAILABLE UPON  
REQUEST**

## EXPERIENCE

### DIRECTOR OF COMMUNICATIONS 2012-Present *Saskatchewan Chamber of Commerce, Regina*

- All internal & external communications, including writing & editing strategic speeches, reports, & backgrounders
- Production of monthly e-newsletter and other graphic design projects, including photography/photo editing
- Full branding renewal & institution of social media plan
- Spearheaded revitalization of corporate web presence & standardization of all SCC communications
- Project management of events & special projects

### COMMUNICATIONS COORDINATOR 2010-2012 *Saskatchewan Urban Municipalities Association, Regina*

- All internal & external communications, including writing & editing strategic speeches, reports, & backgrounders
- Production of monthly e-newsletter and other graphic design projects, including photography/photo editing
- Conducted in-depth evaluation of SUMA's electronic communications; implemented new initiatives; did a cost/ benefit analysis of print communications tools and executed a changeover of format, provider & process
- Standardization of SUMA branding (logos, style guide & presentation materials)
- Project management of events & special projects

### PRESIDENT/GRAPHIC DESIGN & COMMUNICATIONS 2005 -2010 *PrairieVisions Design, Arcola & Regina*

- Corporate identity development & web design
- Marketing campaigns, policy development projects, newsletter creation
- Presentations & recruitment package projects
- Freelance writing & graphic design
- Project management of Arcola/Kisbey History Book project

# Graphic Design

Below are several examples of graphic design work (marketing collaterals and web banners) done for the Saskatchewan Chamber of Commerce. More samples of my work may be found on the Sask Chamber website: [www.saskchamber.com](http://www.saskchamber.com)

The Saskatchewan Chamber of Commerce was the first business advocacy organization to lobby the Government of Saskatchewan in condensing employment legislation into a single act. Before, there were endless ways that an employee could file grievances with their employers, tying up government resources through appeals processes.

Through our efforts there are now considerably fewer. Employers now don't have to waste resources fighting redundant appeals. By bringing this proposal forward, the Chamber triggered the largest renewal of labour legislation in the province's history.

This renewal resulted in the introduction of the Saskatchewan Employment Act, a single piece of legislation that consolidated 12 previously existing Acts.

**Contact Us**

Jesse Chatterton  
Director of Membership Services  
[jchatterton@saskchamber.com](mailto:jchatterton@saskchamber.com)  
306.352.2671 (business)  
306.501.7827 (cell)

[twitter.com/SaskChamber](https://twitter.com/SaskChamber)  
[Facebook.com/SaskChamber](https://facebook.com/SaskChamber)

**Employment Code**

MD Ambulance Care Ltd.  
Saskatoon  
306.975.8808

"The changes to the Employment Code have updated numerous pieces of employment and labour relations legislation to reflect the changing labour and employment landscape in Saskatchewan, as well as modernize the language in the legislation and regulations."

**Dave Dutchak**  
President & CEO, MD Ambulance Care Ltd.

[www.saskchamber.com](http://www.saskchamber.com)



**DATE:**  
2015-16++



**CLIENT:**  
Saskatchewan Chamber of Commerce

## What's the Chamber doing for me?



**Economic Impacts of Rail Access study** - "2013 was the largest year Saskatchewan has had for exporting. In fact, we were only behind Alberta in dollars of products exported. However, a bumper crop was left rotting in bins. We suspect we can increase the export volume in Saskatchewan, and this study is meant to tell us how."

**Bruce Anderson**  
Managing Partner at b-creative group  
Regina  
306.585.3948

**Youth Financial Literacy** - "We're finding that young people are graduating high school and even university without knowing how to properly budget or use credit. We're lobbying the Government of Saskatchewan to make this a mandatory course in the K-12 system."

**Greg Hanwell**  
Partner, Willow Business Group  
Regina  
306.586.2337



**Engaging First Nations and Aboriginal people in the workforce** - "As employers, we have failed at engaging a work force that is already here. We need to educate ourselves about the cultural barriers that exist and clear up misconceptions."

**Shawna Nelson**  
Director of Sales & Marketing, Sheraton Cavalier Hotel Saskatoon  
Saskatoon  
306.652.6770

**Immigration** - "In the past five years, we've consistently seen over 10,000 advertised jobs available in Saskatchewan. We're happy to see these jobs being filled by people who want to make Saskatchewan home, both from a national and an international standpoint. However, in order to meet this demand, the federal cap for new immigrants coming to Saskatchewan must be drastically increased. It is our duty to make the federal government understand this position."

**Monica Kreuger**  
President and CEO of Global Infobrokers Inc.  
Saskatoon  
306.664.0500



[www.saskchamber.com](http://www.saskchamber.com)

**Conference on Business 2015:**  
*Growth. Building on Experience*

**May 8-9**  
North Battleford, SK

For more information or to register, visit  
[www.saskchamber.com](http://www.saskchamber.com)

**BUSINESS**

**Saskatchewan Chamber of Commerce's**  
**"Make a Connection Reception"**  
*Join Deputy Ministers, Chiefs of Staff & Crown Presidents for dialogue*

**Thursday, April 18, 4:30 - 6:30 p.m.**  
Royal Regina Golf Club  
Tickets: \$75 per person  
Register online today at  
[www.saskchamber.com](http://www.saskchamber.com)

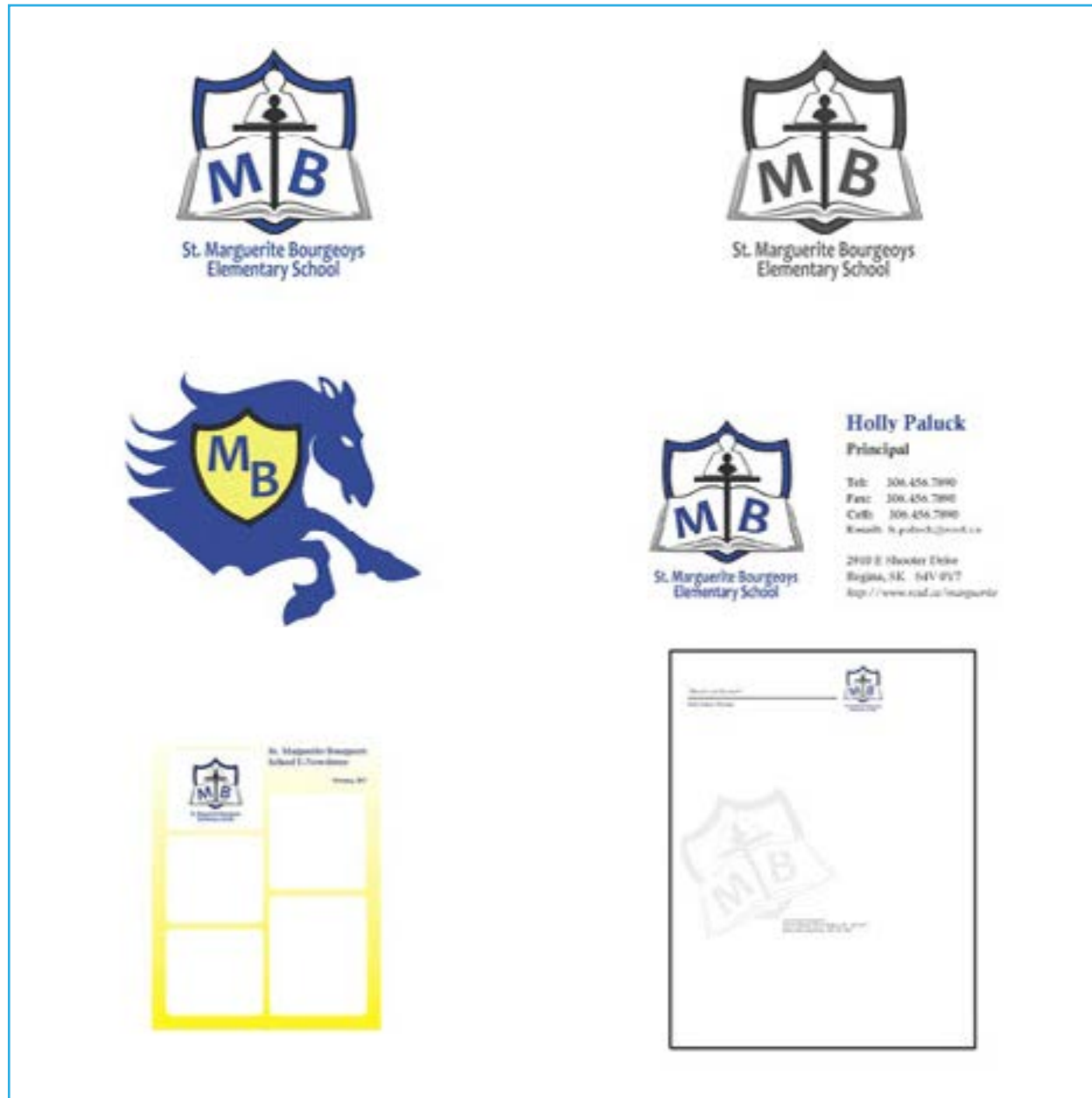
**IT'S TIME TO Make a Connection**

Plan to attend the 30<sup>th</sup> anniversary of the  
**ABEX Awards**  
(Achievements in Business Excellence Awards)  
at TCU Place in Saskatoon  
October 26, 2013

Tickets available at  
[www.saskchamber.com](http://www.saskchamber.com)

**THE ABEX AWARDS**  
Presented by CIBC  
CONEXUS

# Branding



## Logo Exercises - Saskatchewan Polytechnic New Media Communications program



**DATE:**

Winter 2017



**CLIENT:**

St. Marguerite Bourgeoys School

St. Marguerite Bourgeoys School was seeking a new logo, mascot and newsletter format which fit with the existing school colours and reflected the school's rich history. By incorporating the Regina Catholic School Board's logo with a stylized shield, a book for learning and a modern font, I created an up-to-date look for the school.

While St. Marguerite School ultimately decided to go another route with its logo, I believe this is a strong representation of its heritage and mission.

# Branding

## ChamberGeek logo



DATE:

May 2016



CLIENT:

Saskatchewan Chamber of  
Commerce

This smaller project involved developing a brand, website and presentation for the Saskatchewan Chamber of Commerce Conference on Business 2016.

The website may be seen on the Website Design page, or at [www.chambergeek.net](http://www.chambergeek.net)



## Logo Exercises - Saskatchewan Polytechnic New Media Communications program



DATE:

Winter 2017

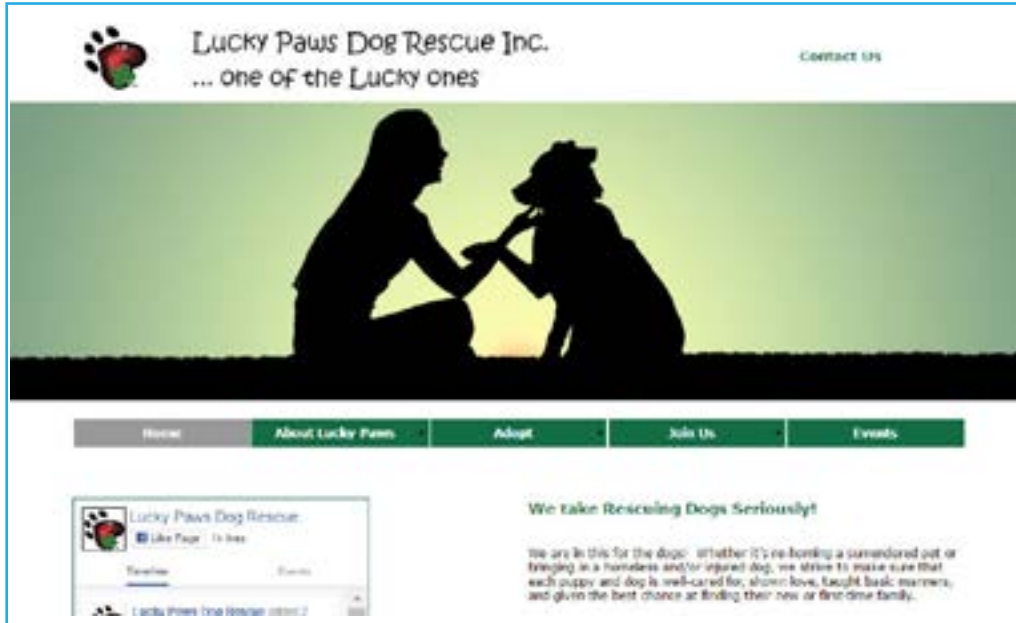


CLIENT:

School Project

This is a selection of logo prototypes I created as part of the New Media Communications program. It represents logos for a day spa, a Mexican restaurant, and a personal brand.

# Web Design



## Lucky Paws Dog Rescue website



**DATE:**  
February 2017



**CLIENT:**  
Lucky Paws Dog Rescue Inc.

I was pleased to be invited to create the website for Lucky Paws Dog Rescue Inc. of Regina. This site provides advice and guidance for fosters and potential adopters, as well as news of upcoming events and adoptable dogs.

The website may be seen at [www.luckypawsdogrescue.ca](http://www.luckypawsdogrescue.ca)



# Web Design



## Cathedral Area Daycare Co-operative



### DATE:

Winter 2016



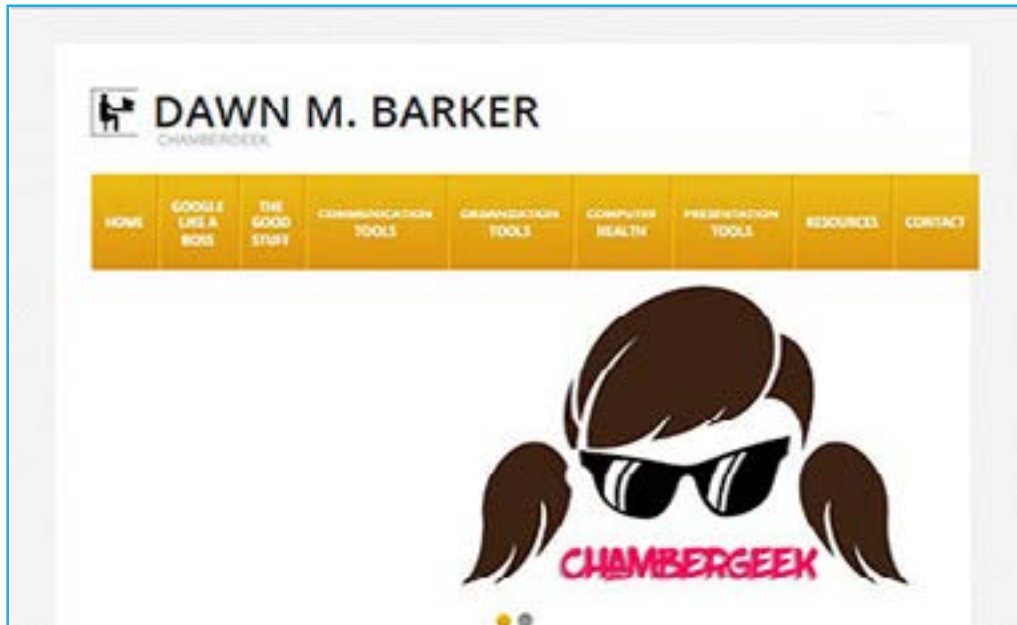
### CLIENT:

Cathedral Area Daycare Co-operative

It was my honour to make a website for the Cathedral Daycare. The site outlines the organization's policies and procedures, introduces staff, describes programming, and features photos of the children during programming.

The website may be seen at [www.cathedraldaycare.ca](http://www.cathedraldaycare.ca)

# Web Design



## ChamberGeek



DATE:  
May 2016



CLIENT:  
Saskatchewan Chamber of Commerce

The ChamberGeek website was developed as an adjunct to an educational presentation given at the 2016 Saskatchewan Chamber of Commerce Conference on Business. The site outlines the many little-known resources available to chambers of commerce and other nonprofits.

The website may be seen at [www.chambergeek.ca](http://www.chambergeek.ca)



# Corporate Communications & Writing

These pieces represent a small selection of writing and graphic design work done for the Saskatchewan Chamber of Commerce.



To download a full-size excerpt of these documents, please visit [www.dawnmbarker.com/writing.html](http://www.dawnmbarker.com/writing.html) and [www.dawnmbarker.com/graphic-design.html](http://www.dawnmbarker.com/graphic-design.html)

The image is a brochure titled 'The Membership Advantage' for the Saskatchewan Chamber of Commerce. It has a blue background with white and yellow text. The title is at the top in a large, bold, white font. Below the title, it says 'When you join the Saskatchewan Chamber, here's what you'll get:'. There are eight bullet points, each with a yellow icon and a title in bold. The bullet points are: 1. LEADING EDGE ADVOCACY FOR YOUR BUSINESS, 2. NETWORKING OPPORTUNITIES, 3. DIRECT CONNECTION WITH THE GOVERNMENT, 4. INFORMATION AND EDUCATION ON LEADING-EDGE TOPICS, 5. ASBX AWARDS, 6. PARTICIPATION IN FOUR EXPERT COMMITTEES, OR ON THE BOARD OF DIRECTORS, 7. POLICY CREATION AT THE ANNUAL CONFERENCE ON BUSINESS, and 8. PLUS - LOCAL CHAMBER MEMBERS RECEIVE A MEMBERSHIP DISCOUNT. At the bottom, there is a 'Contact Us' section with the name 'Jesse Chatterton', his title 'Director of Membership Services', email 'jchatterton@saskchamber.com', and phone numbers '306.352.2671 (business)' and '306.301.7827 (cell)'. There are also social media links for Twitter and Facebook. The Saskatchewan Chamber of Commerce logo is at the bottom right.

## Corporate Communications & Writing

# A new era dawns for Calgary's changing skyline

Calgary skyline including  
The Bow, courtesy of Foster & Partners.

By Dawn M. Barker

Five impressive new projects currently underway will transform the downtown skyline of Calgary in the coming years, and the contributions of labour and design by Calgarians will reflect the city's wealth of talent for decades to come.

CENTENNIAL PLACE, THE Keynote Center, the Bow Tower, Eighth Avenue Place and Jamieson Place will house an impressive array of office spaces, residences and retail and entertainment venues, helping balance the disparity between the rapidly escalating demand and the currently limited availability.

With a nod of respect to Calgary's rich past and a clear vision toward the future, Calgarians are accomplishing what their forefathers have done for hundreds of years - using their capacity to improve today's situation for future generations to enjoy.

**CENTENNIAL PLACE – marking 100 years of progress**

In order to go 'up', a building must first go 'down', and Oxford Properties Group's Centennial Place, located in the Eau Claire district of the city, is nearing the completion of the excavation portion of construction for its East Tower, and work has begun on the structural concrete work which will bring it back up to grade.



Centennial Place rendering, courtesy of W2MH Architects.

### Calgary Construction Association *The Constructor* Magazine



DATE:  
2012



CLIENT:  
DEL Communications

From 2006 - 2012 I was contracted by DEL Communications to provide freelance articles for the Calgary Construction Association's quarterly magazine, as well as many other association magazines across Canada and into the U.S.A.

While the topics varied in scope from enormous high-rise oil headquarters to seemingly-impossible bridge construction to innovative roadway construction techniques and high-tech mining developments, I consistently provided quality content for more than 12 magazines spanning from BC to Ontario and south as far as Georgia.

# Animation



## 2016 ABEX Webinar



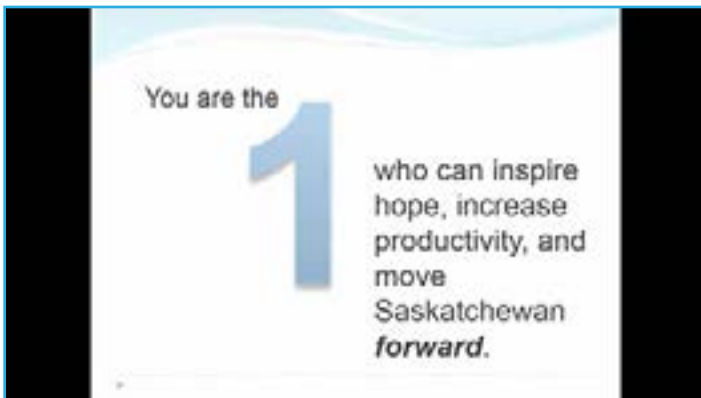
**DATE:**  
Summer 2016



**CLIENT:**  
Saskatchewan Chamber of Commerce

This webinar video was created for the finalists of the 2016 ABEX Awards.

[https://www.youtube.com/watch?v=DZGxfGE\\_WOk&t=55s](https://www.youtube.com/watch?v=DZGxfGE_WOk&t=55s)



## The Chamber Effect



**DATE:**  
Winter 2016



**CLIENT:**  
Saskatchewan Chamber of Commerce

A marketing piece outlining the work done by the Sask Chamber

[https://www.youtube.com/watch?v=kD8AYyp5\\_s](https://www.youtube.com/watch?v=kD8AYyp5_s)



## 15 Reasons Why (Succession Planning)



**DATE:**  
Fall 2015



**CLIENT:**  
Saskatchewan Chamber of Commerce

Succession planning advice for business owners

<https://www.youtube.com/watch?v=TS3oYg28Pds&t=14s>