

Dave S. Clark
12035 62 Street
Edmonton, AB, T5W 4C9
Office: 587-523-4739/Cell: 780-709-6746
dave@targacom.ca

WORK EXPERIENCE:

June 2011- Present

Communications Consultant / Owner
Targa Communications, Edmonton, AB

Consult with non-profit organizations and small businesses to help create strategies for marketing, communications and media relations. Create communications and social media plans to boost profile of clients and help them recruit and retain employees, clients, members and volunteers. Develop and design promotional materials, build Wordpress-based websites and co-ordinate media purchasing.

June 2005 – Present

Freelance Writer / Editor
Dave S. Clark Media Services, Edmonton, AB

Write and edit articles and columns for several clients including Post Media Network, Sun Media and several trade publications. Work with web design companies and Alberta-based businesses to create and edit SEO-driven website content.

Nov. 2009 – June 2011

Communications Specialist / Project Manager
PivotWest Inc, Edmonton, AB

Co-ordinated internal and external communication initiatives for school boards and municipalities across Alberta. Developed media relations strategies to ensure clients receive fair and accurate media coverage. Wrote and edited content for promotional material including Wordpress-based websites, newsletters, brochures, postcards and posters.

Aug. 2006 – Nov. 2009

Managing Editor
Sherwood Park-Strathcona County News, Sherwood Park, AB

Developed and assigned story ideas for a six-person newsroom and ensured deadlines were met. Made all editorial decisions regarding content, opinion, story placement and design for print and online editions. Edited all copy before going to print. Connected with community members and politicians to promote the paper. Planned strategies and campaigns to increase readership. Consistently achieved highest online readership for weekly newspapers in Sun Media chain.

May 2005 – Aug. 2006

Reporter / Photographer
Sherwood Park News, Sherwood Park, AB

Wrote hard news, features and columns based on interviews and research. Covered provincial and municipal politics, education, entertainment, crime and sports. Photographed a wide variety of events.

EDUCATION:

2005

Journalism Diploma
Grant MacEwan College, Edmonton, AB

2002

High School Diploma
Arthur Meighen High School, Portage La Prairie, MB

VOLUNTEER EXPERIENCE:

Nov. 2014 – Present **Canada 5000 Rally organizer/participant**
Alzheimer's Societies of Canada

Created the Canada 5000 Rally, a revival of the Shell 4000 car rally of the 1960s. Rebuilt and drove a 1967 Volvo across Canada along back roads to raise money for Alzheimer's. Acquired \$17,000 worth of sponsorships and \$11,500 of public donations for 2015 rally.

Sept. 2007 – Sept. 2009 **Advisory Committee Member**
MacEwan College Journalism Program, Edmonton, AB

Advised MacEwan faculty on curriculum and program goals based on industry experience. Gave advice on application process for degree program.

June 2004 – May 2008 **Board member / Communications Co-ordinator**
Nissan Enthusiasts Car Club, Edmonton, AB

Co-founded the not-for-profit society that hosted sanctioned motorsports events, province-wide meets and car shows. Liaised between board members and club members. Promoted club and its events through its website, online newsletter and media relations. Organized all aspects of race events.

WEB DESIGN / GRAPHIC DESIGN SKILLS:

Advanced working knowledge of Wordpress and many of its plugins as well as project management software such as Basecamp and Jira. Advanced working knowledge of Adobe Creative Suites (Photoshop, Illustrator, InDesign, Bridge) and Microsoft Office.

PHOTOGRAPHY SKILLS:

Skilled in shooting and editing in RAW format with both Canon and Nikon DSLRs. Advanced post-processing skills.

AWARDS:

2009 **Blue Ribbon for Editorial Excellence** – Canadian Newspapers Association (Sherwood Park News)
Best Sports Coverage – Canadian Newspapers Association (Sherwood Park News)

2007 **Finalist, University of Alberta Best Feature** — Alberta Weekly Newspapers Association

2006 **Best Front Page Design** — Alberta Weekly Newspapers Association (Sherwood Park News)
Finalist, University of Alberta Best Feature — Alberta Weekly Newspapers Association
Finalist, Best Business Feature — Alberta Weekly Newspapers Association

References available upon request