



William Hamilton

Principia Communications Strategies

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OBJECTIVE: To apply communications experience and writing proficiency to delivering information solutions and resolving client decision support issues in a professional media and marketing services environment.

- COMPETENCIES:**
- Certified mastery of business applications software.
 - Superior ability to analyse and resolve issues effectively.
 - Dedication to excellence in project delivery and team development.
 - Focus on generating tangible results and exceeding quality standards.
 - Superb communications skills and the creativity to use them.

PROFICIENCIES: *Platforms:*

- Microsoft Windows Vista
- Microsoft Windows XP
- Microsoft Windows 2000 Professional
- Microsoft Windows NT 4.0
- Microsoft Windows 95/98/ME

Applications:

- Adobe Acrobat Professional
- Microsoft Word
- Microsoft Excel
- Microsoft Access
- Microsoft PowerPoint
- Microsoft Publisher
- Microsoft FrontPage

- SYNERGIES:**
- Empowering individuals in the use and application of technical tools.
 - Integrating institutional memory into advancement of business processes.
 - Turning innovation into results that colleagues and decision makers are able to use.

- KEY PRINCIPLE:**
- Transforming information into business intelligence.
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CURRENT ACTIVITY: Owner, Researcher, and Consulting Editor
Principia Communications Strategies 2008-

Principia Communications Strategies was founded in Calgary in 2008 by William Hamilton, who decided that his skills and his background in project research, report composition and editing, employment preparation, and business software integration would best be applied to serving small businesses and entrepreneurs who faced several vexing questions every day:

- "Who will let me spend my time with my business and my customers while giving me the business support I need?"
- "How can I consolidate my report and proposal composition, editing, and delivery services with one vendor?"
- "Who can help me combine my job search and portfolio materials in a useful and professional format and land the job of my dreams?"
- "Where can I find the knowledge of business software applications to enhance their effectiveness and their value to me?"

At Principia Communications Strategies, our mission is to help Calgarians succeed with their businesses by helping them communicate effectively with their clients. Our success derives from yours. Let us help you succeed with your customers today!

Lines of Business:

- **Research Services** — Performed analyses of competitive intelligence and of projected revenues and cash flows as part of negotiations currently under way to provide monthly newsmagazine publishing services for local community league.
- **Freelance Journalism** — Delivered opinion pieces on civic politics, public transit, and urban issues in Calgary to printed and online publications while responding effectively to editorial feedback and meeting mutually negotiated transmittal deadlines.
- **Reports and Proposals** — Responded to Plan It Calgary Initiative's public call for discussion of long-range municipal land use and transportation planning with "To Stand and Dream a Mighty Dream: An Independent Investigation into the Future of Light Rail Planning and Implementation in Calgary".
- **Editing and Proofreading** — Provided editorial and composition services to institutional client preparing detailed submission to agency of provincial government in Alberta in support of a detailed application to provide enhanced tertiary education program.
- **Employment Preparation** — Prepared individualised professional résumés and customised public presentations for clients seeking senior management positions with public-sector institutions and private-sector businesses across Canada.
- **Business Software Integration** — Applied spreadsheet and relational database solutions to source data development requirements in context of "enter data once" client requirements.
- **Special Projects** — Co-ordinated volunteer recruitment, management, and appreciation services to ensure effective delivery and presentation of "Think Urban! Demand Better!" Open House for local community association.

CLIENT ACTIVITY PROFILE: Instructor, English Essentials for Health Care
Private Vocational School, Calgary

Course Delivery — Instructed aspiring health care professionals in the usage of English as a Second Language across all four dimensions of language learning (reading, writing, speaking, and listening) in compliance with established institutional curriculum and with Canadian Language Benchmarks objectives.

Technical Vocabulary Reinforcement — Integrated delivery of health science terminology word bank with testing and exercises to ensure learner acquisition of effective skill base for vocabulary utilisation in the workplace.

Essential Skills Development — Moderated exercises and activities preparing learners to anticipate and respond to common workplace situations utilising competencies in text reading, document use, numeracy, writing, oral communication, working with others, continuous learning, thinking skills, and computer use as identified by Human Resources and Skills Development Canada (HRSDC).

Assessment and Testing — Evaluated, graded, and offered learner feedback on exercises, activities, and tests of learner competency in language learning, technical vocabulary, and essential skills in the workplace.

Employment Preparation — Identified, highlighted, and evaluated responses from learners on successful workplace knowledge bases and behaviours in compliance with established institutional curriculum and with HRSDC Essential Skills Profile objectives.

Presentation Skill-Building — Moderated and evaluated learner performance on public speaking and presentation delivery on basis of content, delivery, visuals, and question and answer competency.

Tutoring and Coaching — Offered individualised training and feedback to learners in response to emergent issues in language skill and competency development.

CLIENT ACTIVITY PROFILE: Practicum Advisor, Technical Process Specialist, and Project Editor
Polytechnic Institution, Calgary

Learner Mentorship — Provided individualised training, feedback, and support to learners to facilitate learner progress in technical communications activities and exercises for applied degree program in petroleum engineering technology.

International Learner Support — Liaised with institutional departments and external immigration and education agencies to validate international learner credentials and to enhance international learner experience and success.

Competency Evaluation — Assessed and evaluated learners' workplace competency documents, progress reports, and final practicum reports for applied degree program in petroleum engineering technology.

Progress Monitoring — Tracked learner demographics, academic results, and course listings in local and institutional database systems for progress reporting to institutional departments and to external multinational energy sector clients.

Employment Preparation — Facilitated individualised job search coaching activities incorporating skill and interest assessment, employment investigation techniques, preparation of résumés and cover letters, and interview preparation strategies.

Information Management — Wrote, edited, and formatted course documentation and technical manuals for learners and institutional end-users for petroleum operations training directed to employees of multinational energy sector clients.

Program Proposal Generation — Researched, wrote, and edited documentation in support of institutional proposal to offer baccalaureate program in petroleum engineering leading to graduate investiture as professional engineers.

ADDITIONAL EXPERIENCE:	Freelance Journalist <i>The Calgary Sun</i> 2010- <i>The Calgary Beacon</i> 2010- Wrote opinion pieces for local news and commentary publications. Built professional relationship with publishers to assure timely content delivery.
	Purchasing Administrator, Raffin Facility <i>ABB Inc</i> 2010 Restored purchasing document tracking system to full Sarbanes-Oxley compliance. Expedited component delivery from vendors to ensure timely project completion. Implemented advanced spreadsheet solutions for more effective project bidding.
	Deputy Returning Officer, Calgary Centre-North <i>Elections Canada</i> 2008 Managed polling station during general federal election. Verified results with candidate representatives and Elections Canada management.
	Project Editor <i>MacPhail School of Energy, SAIT Polytechnic</i> 2006-2007 Investigated industrial and educational demand for technical training programmes. Consolidated primary research into documentation for institutional review. Presented findings and recommendations to project management personnel.
	Database Analyst <i>MacPhail School of Energy, SAIT Polytechnic</i> 2006 Resolved incidents in report design and generation in client database system. Instructed clients in report generation and data security issues. Confirmed client satisfaction with results of incident resolution.
	Deputy Returning Officer, Calgary Centre-North <i>Elections Canada</i> 2006 Managed polling station during general federal election. Verified results with candidate representatives and Elections Canada management.
	Practicum Advisor <i>MacPhail School of Energy, SAIT Polytechnic</i> 2005-2006 Facilitated job search coaching with domestic and international student body. Assessed and evaluated learners' workplace competency documents and reports. Tracked learner demographics and academic progress in varied database systems.
	Technical Process Specialist <i>MacPhail School of Energy, SAIT Polytechnic</i> 2003-2005 Designed database solutions for contact management and course listings. Edited and formatted course documentation and technical manuals.
	Project Assistant <i>Corporate Training, SAIT Polytechnic</i> 2002-2003 Designed database solutions for contact management and course listings. Edited and formatted course documentation and technical manuals.
	Customer Service Representative <i>Epcor Energy Services (Alberta) Inc.</i> 2000-2002 Resolved billing, collections, and field service queries. Developed system for archiving and recovering customer information. Trained employees to use task automation solutions.

	Shipping Verification Analyst <i>Technicolor Acquisitions Canada</i>		1999-2000
	Sent media products to retailers quickly and accurately. Solved inventory database performance problems. Identified and corrected inconsistencies in inventories and manifests.		
	Contract Software Installer <i>Self-Employed</i>		1997-1998
	Travelled to clients to install and test computer software. Interacted with clients to solve their computer problems. Provided recommendations for hardware and software acquisitions and upgrades.		
	Technical Services Advisor <i>RE/MAX House of Real Estate</i>		1996-1997
	Maintained estate agents' contact and listing information. Acted as resource liaison for agent and staff queries about information technology. Presented research into hardware and software acquisition strategy.		
EDUCATION:	Bachelor of Arts (English Literature Major) (in progress) <i>Athabasca University</i>		2006-
	Certificate in e-Learning (in progress) <i>University of Calgary</i>		2005-
	Train the Trainer <i>Skillbuilders Business Technologies</i>		2002
	Microsoft Office Specialist, Master Instructor <i>Infogem Institute of Technology</i>		2001-2002
	Introduction to Programming <i>SAIT Polytechnic</i>		2000
	Faculty of Arts (English Literature Major) <i>University of Alberta</i>		1988-1991
PROFESSIONAL DEVELOPMENT:	Equality Not Discrimination	<i>SAIT Polytechnic</i>	2005
	Hazard Assessments	<i>SAIT Polytechnic</i>	2005
	Workplace Inspection	<i>SAIT Polytechnic</i>	2005
MEMBERSHIPS:	Board of Directors, Condominium Corporation № 0414396		2007-2008
	Member, Beltline Planning Group		2007-
	Delegate, Centre City First Annual Congress		2008
	Participant, Banff Trail Transit-Orientated Development Workshop		2008
	Participant, West LRT Community Summit		2008
	Delegate, Plan It Calgary Summit and Design It Workshop		2008
	Policy Researcher, Beltline Policy Planning Committee		2009-
	Co-Chair, Calgary TransitCamp		2010-
	Chair, Beltline Transportation Committee		2011-
PORTFOLIO:	Available for transmittal by e-mail or in person		
REFERENCES:	Provided on request		