

DEAN ASKIN
Expertise. Experience. Intuitiveness™ in Communication
Writer-Editor-Photographer-Consultant

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B2B Writer & communication specialist — mission statement

Most of my career experience is in B2B marketing communications. By writing intuitively with flair while thinking strategically, I help you accomplish your communication and business goals by creating content that is on brand, and tells your brand story in an audience-engaging way.

Reasons to hire me

If “fit” is important to you, I’m an ENFP personality type. ENFPs have strong interpersonal skills and intuitively know how to get along well with everyone.

I can handle just about any project. I write intuitively for any audience.

I’ve worked in both journalism and communications. Marketing, employee/internal and non-profit communications are my specialty.

If you need someone who knows how to write a communication plan and execute it, know this: When I worked in financial services, I had a reputation for writing outstanding communication plans.

I’ve won several awards for my work.

I know how to apply journalistic story-telling style to communications, and write strategically with flair. I’ve written/produced everything from magazines to award-winning marketing communication collateral. I’ve written for print, broadcast, the web and company intranets.

I’m a skilled editor who can edit quickly, and turn copy that drags into copy that engages.

I’m a writer who understands the integral relationship between communication and business objectives, and how to tie the two together with strategically written copy.

Not only am I familiar with several style guides (*Canadian Press, Associated Press, Chicago Manual of Style*), but I’ve also created internal style guides for organizations.

I’m also a desktop designer. I cut my teeth on Quark Xpress. Today I use Adobe Creative Suite (Mac); InDesign, InCopy, Illustrator, Photoshop, Lightroom, Acrobat Pro and Premiere. Some of my past work designing publications won awards.

I know Wordpress. I’ve built four websites using this great content management system. I’ve also used the Joomla CMS.

I build great working relationships. You can’t add value as a communicator and help your clients/business partners achieve their communication and business goals, without doing that first.

Expertise backed up by experience: what I'm doing now

➤ WRITER/CONSULTANT — **Oomph! Allied Communications**

I'm a professional independent communicator (PIC) focused on providing B2B communication services. Oomph! is a virtual consultancy with creative capabilities. I ally with other PICs to provide complete communication support to organizations and businesses outsourcing their communication needs.

Current contract:

- Founding managing editor of *AutoShop Business* magazine, a new national automotive service industry trade magazine launching in July 2017 and being published six times a year (starting in 2018) by Automotive Business Media Inc. I've created the publication from the ground up: editorial mandate, content and editorial design. I'm writing as well as managing freelancers and expert industry contributors. I also created the wordmark design for the publication name.

2015/2016 projects:

- On subcontract through ON Communication Inc., a capabilities brochure writing for General Dynamics Land Systems – Canada, armoured military vehicle manufacture
- Several assigned commercial real estate development articles for The Square Foot online industry newsletter

2014/2015 contract:

- Field editor (14 months) of two national trade magazines: *Wood Industry – The business side of woodworking*; and *Coverings – Canada's floorcovering magazine*. I wrote the bulk of editorial content; managed website content; did editorial and cover photography as needed; and proofread/edited contributor columns.

How I add value:

- I help clients cost-effectively accomplish their communication goals
- I am a senior, experienced communicator with a lot of expertise and knowledge
- Clients don't have to micro-manage; they can focus on the bigger picture

Expertise backed up by experience: what I've done before

➤ WRITER/COMMUNICATION SPECIALIST — **Livingston International (2012–14)**

I wrote feature stories for the corporate intranet, for a global audience.

How I added value:

- I drove the launch of a new intranet forward to 2012 completion. The project had been stalled for two years. I built more than 700 hundred content pages in Joomla CMS, and created content (original/in co-operation with content owners)
- I built excellent working relationships with staff contacts across the organization
- I improved editorial quality of intranet content
- I generated engaging content that helped employees learn best practices, and continually do their jobs better

➤ COMMUNICATIONS MANAGER — **The Learning Partnership (2011)**

I wrote marketing and stakeholder communications, media materials and speeches; and provided strategic communication consulting expertise to the CEO.

How I added value:

- I recommended the use of an external public relations specialist to help TLP raise its profile — this achieved a 20% increase in media exposure for 2011 Take Our Kids to Work day
- The non-profit didn't have a style guide to make sure all its communications were consistent and on brand — so I developed one.

➤ COMMUNICATIONS SPECIALIST — **London Life (2006–11)**

I primarily supported the Canada Life distribution channel, but also handled communication projects for the Freedom55Financial, London Life and Great-West Life channels.

How I added value:

- I quickly established and maintained long-lasting, excellent working relationships across the organization

- I established a personal brand reputation as a trusted communication partner and “go-to” expert on editing, copyright and contests
- I wrote a guide to holding advisor contests in accordance with federal law; it was adopted by all distribution channels

Expertise back up by experience: Other career experience

- Marketing communications manager for Torlys, a flooring distributor
- Marketing communications specialist for Snap-on Tools of Canada Ltd.
- Editor/instructor/supervisor of a youth-oriented newsmagazine produced by co-op students, managing an editorial team of 12
- Editor of a regional B2B newspaper and magazine
- CBC Radio current affairs writer-broadcaster/researcher/production assistant

Expertise and experience backed up by education

Complete Course in Professional Photography, New York Institute of Photography — graduation with NYIP Dean’s Award of Merit

Canadian Marketing Association *Advertising & Media Goal-Based Marketing Certificate Course* — graduation with Merit

B.A.A. (Journalism), Ryerson University

Awards I’ve won

Over my career, I’ve won 5 APEX awards of excellence in communication. In 2012, I was awarded the rarely given NYIP Dean’s Award of Merit.

Areas of professional working knowledge

Over the course of my communications career, I’ve built a solid working knowledge in several areas: branding & brand management; copyright & trademark usage; contest legislation; photographers’ rights; marketing & advertising.

What else you should know about me

- My True Colour: Blue
- My personality type is my greatest strength. I’m an ENFP, or Idealist Champion, personality type. ENFPs are intuitively good with words, and building meaningful, long-lasting relationships is important to us.
- I believe in constant learning (I learn best by doing); and in sharing my knowledge and expertise to help others grow
- I’m an award-winning photographer, and have exhibited in gallery exhibitions and at outdoor art shows
- I’m a member of the International Association of Business Communicators; Editors Canada; the Photographic Society of America and the Canadian Association of Virtual Assistants
- I volunteered with the Ontario Federation of Home and School Associations for 7 years. I held leadership executive positions at the association, council and federation levels.
- I’m dynamic and outgoing; I motivate and inspire other people. These are all ENFP personality traits and temperaments.

Need to see work samples? Here’s where to find them

You can see, read and download them on my website, at oomphcommunications.ca/samples.

In fact, the whole website is one big content-creation sample. I wrote and built it myself, in Wordpress. I also designed the site logo myself in Adobe Illustrator. And most of the photography used on the site is my own.