



## CONTACT INFORMATION

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## CORE ABILITIES

Communications Strategy  
Project Management  
Leadership

Conceptual & Creative Thinking  
Writing (Corporate, Journalistic, Creative)  
Interpersonal Skills

## EDUCATION

- Masters in Counselling Psychology, Antioch University, Seattle, WA, 1996
- Bachelor of Arts, Creative Writing Co-op, University of Victoria, Victoria, B.C., 1989
- Mission Senior Secondary School, Mission, B.C., 1982

## SELECTED COMMUNICATIONS EXPERIENCE

### **Senior Communications Advisor – B.C. Pension Corporation (October 2005– present)**

Responsible for overseeing all communications (internal and external) for two of the largest pension plans in the country: the Public Service Pension Plan and the Municipal Pension Plan. Role includes liaising with Trustees, establishing communication strategy, and managing numerous ongoing projects.

### **Communications Consultant – Victoria & Vancouver, B.C. (September 1992 - Present)**

Continue to write for many of the larger communications firms in Vancouver. Projects include corporate brochures, newspaper and magazine ads, direct mail, newsletters, special event literature, press releases, letters, etc. *Please see attached client list.*

### **Director of Communications – ICCA, Vancouver, B.C. (October 2000 – May, 2005)**

Responsible for managing a wide range of corporate communications projects for I Care Community Associates, a privately run investment company which owns or has partnerships with technology companies in Canada and the United States.

(Continued on next page)

**Senior Copywriter – Future Shop, Burnaby, B.C.**

**(January 2000 – October 2000)**

Future Shop is Canada's largest consumer electronics retailer with over 100 stores. As Senior Copywriter at the company's head office, I wrote articles and advertising copy for every level of media, including print, web, and internal corporate materials. Was also responsible for training and supervising the Junior Copywriters.

**Owner / Operator – Speak Memories Publishing, Vancouver, B.C.**

**(February 1997 – November 1999)**

Created and managed a two person business writing and designing privately commissioned family and corporate biographies. Wrote a total of eight projects for large businesses and establishment families. Also maintained a Yaletown office.

**Copywriter - Karyo Communications, Vancouver, B.C.**

**(August 1990 - August 1992)**

Projects included video and audio/visual scripts, corporate brochures and identity packages, articles for publication in trade journals and the mainstream press, one-page press releases and 100-page conference proceedings.

**Script Analyst - CBC Television Drama, Vancouver, B.C.**

**(May 1989 - August 1990)**

This position involved evaluating unsolicited movie, series, and mini-series manuscripts and proposals submitted to the CBC for production consideration.

**Corporate Video Writer - Front Runner Productions, Vancouver, B.C.**

**(October 1989 - January 1990)**

Front Runner produced videos for small manufacturers and created numerous R&D and science segments for the Knowledge Network.

**Assistant Communications Officer - Agriculture Canada, Vancouver, B.C.**

**(May - September 1989)**

Proposed, wrote, and acted as production assistant for a 12 minute environmental video promoting a federal-provincial program assisting B.C. agriculture. "ARDSA - Growing Together" is now shown at trade shows and agricultural fairs across Canada. Also wrote numerous inter-governmental press releases.

**Television Drama Writer - CHEK Television, Victoria, B.C.**

**(September - December 1988)**

As head writer for the nationally broadcast prime-time television series Time Exposures, I devised plots and created 13 half-hour scripts. All writing was constrained to strict deadlines and commercial television formats.

**Publicist - Vancouver Fringe Festival, Vancouver, B.C.**

**(May - September 1988)**

Served as the theatre festival's media liaison for print, radio, and television, including the creation of a 30 second commercial for BCTV.

**Broadcaster and Reporter - Skeena Broadcasters, Terrace, B.C.**

**(May - September 1987)**

Responsibilities included telephone and live interviews with newsmakers, and writing news and feature stories for both radio and television. I had several daily newscasts on radio and covered events for the CBC affiliated television station.

References and product samples are available online at [www.davidliebe.com](http://www.davidliebe.com)

**PARTIAL CLIENT LIST  
(1989 – Present)**

**CORPORATE - CANADA**

Bell Canada  
B.C. Tel  
Canadian Airlines  
Insurance Corporation of B.C.  
MacMillan Bloedel  
Stentor Alliance

**CORPORATE - INTERNATIONAL**

Merrill Lynch  
Seaboard Life Insurance  
Walt Disney Productions

**GOVERNMENT**

Agriculture Canada  
B.C. Pension Corporation  
B.C. Housing Society  
Canadian Hydrographic Service  
Canada Mortgage and Housing Corporation  
Ministry of Advanced Education

**HIGH TECH**

HIPER  
MDSI  
Prism Systems  
Resolution Health

**MEDIA**

B.C. Discovery Magazine  
C.B.C. T.V. Drama  
CFTK (Terrace)  
CHEK T.V.  
Playboard Magazine  
UTV (Sportspage)  
Vancouver Magazine  
Vancouver Sun

**MEDICAL**

Delta Hospital  
Dermatology '90 (conference)  
New Directions Community Health Care  
GP '91 (conference)  
Terry Fox Laboratory

**OFFICE/RETAIL**

Bentall Centre  
Cambridge Shopping Centres  
Eaton Centre Metrotown  
Oakridge Centre  
Pacific Centre

**PRODUCTS & SERVICES**

B.C. Lions  
Ensurco Duradek  
Future Shop  
Great Canadian Casino Company  
Greyhound Courier Express  
Labatt Breweries  
McEachern Gambrel (Lawyers)  
Royal Sealink Express Ltd.  
Toyo Tires  
Unisource (Paper)  
University of British Columbia

**REAL ESTATE & DEVELOPMENT**

Aitken Wreglesworth Associates  
Appia Developments  
The Bosa Development Corporation  
The Buron Group  
Coyote Creek Recreational Development  
Glotman Simpson  
Nemetz & Associates  
Polygon  
Vancouver Land Corporation