

# Robyn Hall

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robyngailhall.ca

## EDUCATION

### Master of Information

2012, University of Toronto  
Archives and Records Management Path

### Editing Certificate

2003, George Brown College

### Bachelor of Arts, Communications Studies

1992, Simon Fraser University

## WORK EXPERIENCE

### Writing and Research 2018 – 2020

*Visual Research and Copyright Clearances*

- **Media Researcher, Education** – *Independent Learning Centre*, TVO, January – March 2020
- **Researcher** – *Orcas – Our Shared Future Exhibit* documentary short films, North Shore Productions on behalf of the Royal BC Museum, November 2019 – March 2020
- **Researcher** – *Surviving Samsara* literary memoir, author Kagan Goh, March – June 2019
- **Assistant Archival Researcher** – *Bizarre Murders*, Cineflix Media, March – August 2018

*Writing, Minute Taking and Transcribing*

- **Recording Secretary** – *Minutes Solutions*, December 2018 – present
- **Transcriber** – *Way With Words*, January 2019 – present
- **Minute Taker and Transcriber** – *Walter Management Solutions*, November 2019 – January 2020

### Media Researcher / Archivist

TVOntario

May 2013 – August 2017\*

- Conducted a wide variety of archival activities, including arrangement and description, digital preservation of audio-visual assets, accession and de-accession of assets, and metadata creation
- Provided visual research support for TVO productions (*The Agenda with Steve Paikin*, *TVOKids*), searching and clearing rights for internal and third-party material, and purchasing stock images
- Cleared copyright and licensed resources for use in online distance high school courses for the *Independent Learning Centre* (using permissions and licenses, fair dealing, and available public domain material)

## SKILLS

- Well-organized and responsive service provider to stakeholders
- Strong writer and editor
- Researcher with multi-format experience
- Information professional with a solid foundation in information management principles

- Worked continuously within the digital asset management system *Telescope*
- Arranged and described, with a colleague, all physical copyright records for legacy series
- Completed, with a colleague, the assessment of over 32,000 audio-visual items stored in an offsite warehouse
- \*Contract 1: May – November 2013; Contract 2: February – May 2014; Permanent: June 2014 – August 2017.

**Researcher and Writer**

October 2012 – February 2013

- Provided research and writing services for a sustainable business strategic planning project conducted by **Diana E. Osler & Associates**
- Provided communications support for Waste Reduction Week for the **Recycling Council of Ontario**

**Communications Manager**

March, 2008 – June, 2011

Canadian Business for Social Responsibility

- Conducted media outreach, liaison, and article creation
- Executed social media activities, including Twitter and the launch of a blog
- Managed a Drupal website and refreshed the organizational branding
- Coordinated communications for an annual conference, including marketing, conference materials, and media relations
- Conducted, with a team, a knowledge management project that resulted in the development of an online CSR knowledge portal in MS SharePoint
- Created CSR knowledge briefings for all members

**Communications Manager**

2006 – 2008

**Marketing Communications Specialist**

2002 – 2006

Alterna Savings Credit Union, Toronto, ON

- Undertook a full range of communications strategies designed to elevate the organization’s profile in the community and among its membership of French and English-speaking Ontario residents
- Conducted quality control on correspondence and communications collateral, serving as an editor, coach, and advisor on communications style and messaging
- Provided direction to a three-member team
- Coordinated social responsibility activities, including a donations program, sponsorships, and CSR reporting

**OTHER EMPLOYMENT HISTORY**

**Writer & Editor**, Toronto, ON

2000 – 2002

**Walk to School Day Coordinator**, Greenest City, Toronto, ON

2000

**Grant Writer, Administrative Assistant, Communications Coordinator**

1994 – 1999

West Coast Women’s Legal Education & Action Fund, Vancouver, BC

**PROFESSIONAL DEVELOPMENT AND MEMBERSHIPS**

- **Be Visible Online: SEO for Editors and their Clients**, Spring 2020, Editors Canada
- **Introduction to Document Control**, Spring 2020, ConsepSys

- **Project Document Control**, Spring 2020, Consepsys
- **French Level A1.2S**, Fall 2019, Alliance Française Ottawa
- **Archival Preservation Workshop**, Fall 2019, AAOEe
- **Electronic Records Management Seminar**, 2019, AAO TAAG
- **Canadian Copyright Law e-Tutorial**, 2017, Copyrightlaws.com
- **Copyright in Images**, 2015, iSchool Institute, University of Toronto
- **Information Architecture I**, 2013, iSchool Institute, University of Toronto
- **Member, Visual Researchers' Society of Canada**, 2017 – 2020
- **Member, Archives Association of Ontario**, 2019-2020
- **Member, Editors Canada**, 2019-2020

## **VOLUNTEER WORK**

**Community Engagement Committee, Canadian Lesbian and Gay Archives**, 2009 – 2016:  
 Conducted tours, organized events and produced exhibits with community partners, such as the *Elementary Teachers Federation of Ontario*, *Pan/Parapan Am Games PrideHouse Toronto* and *Toronto Public Library*

**Festival Volunteer, Hot Docs**, 2014

## **COMPUTER AND TECHNICAL SKILLS**

Telescope digital asset management system, CatDV asset management system, SIRSI Dynix, Microsoft Office (Word, Excel, PowerPoint), Google Drive, Docs and Sheets, social media and email marketing (e.g., Constant Contact, Twitter, TweetDeck etc.), WordPress, Drupal CMS, Adobe Acrobat Pro