

Mike Kujawski

Marketing & Social Media Strategist

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SUMMARY

Mike Kujawski is a passionate marketing & social media strategist, on a mission to help public sector and non-profit organizations excel at what they were mandated to do. In 2005, Mike helped launch the [Centre of Excellence for Public Sector Marketing \(CEPSM\)](#), where he now leads all of CEPSM's digital marketing projects. Mike's most recent tasks at CEPSM include the development of strategic digital marketing and social media engagement plans for Public Safety Canada, National Gallery of Canada, Canadian Air Transport Security Authority and the Foreign Credential Recognition Program at HRSDC. He has also recently led the development of comprehensive marketing/communications plans for the Department of National Defence, the Public Service Commission and the City of Burlington. Mike is a distinguished [speaker](#), engaging [blogger](#), and highly praised [workshop facilitator](#) in his field. He created Canada's first national workshop and comprehensive workbook on how to develop a social media marketing strategy in a public sector setting. Mike also created the [Government 2.0 Best Practices Wiki](#), which has garnered international attention as the first collaborative central archive of government social media initiatives in Canada and abroad.

In the past, Mike has worked as a part-time business professor at [Heritage College](#), where he taught numerous modules in the "Small Business Development" program. Before that, he was a Consumer Marketing Officer for [Canada Post](#) and a teaching assistant (T.A) for senior academics in a variety of advanced business/marketing subjects. Mike also has well over 10 years of part-time experience in desktop publishing, web development, graphic design and event planning for various small businesses. He holds a Bachelor of Commerce (honours) degree from the [Sprott School of Business at Carleton University](#), with concentrations in both Marketing and International Business. Mike also holds a Web Designer Certificate from [Algonquin College](#).

GENERAL SKILLS PROFILE

Communication & Interpersonal Skills

- Articulate and engaging presenter
- Distinguished business report writer and [blogger](#)
- Extremely outgoing, motivated and dependable
- Quick in developing positive rapport with others
- Fluent English and Polish, working-level French.

International Experience

- Extensive life and cultural experience
- Dual citizenship – Canadian & Polish (E.U.)
- Traveled to 15 countries throughout 3 continents
- Able to work effectively with culturally-diverse teams

Management & Leadership Skills

- Experience managing associates and employees
- Extensive project management experience
- Proven ability to work under extremely tight deadlines
- Able to motivate employees and initiate action
- Always eager to learn and stay cutting-edge

IT Skills

- Expert in desktop publishing & graphic design
- Expert in website design (XHTML & CSS)
- Expert in Web 2.0 application design
- Experience solving complex technical issues

MARKETING SKILLS PROFILE

Social Media Marketing, New Market Penetration, Market Development, Product/Service Development, Diversification, Market Research & Analysis, Segmentation Development, Branding, Digital Strategy Development, Marketing Performance Measurement, Social Marketing, Web Analytics, Search Engine Marketing & Optimization.

CURRENT TITLE

Marketing & Social Media Strategist

Centre of Excellence for Public Sector Marketing - Ottawa, Ontario

Duties

- Leads the development of major client projects in Social Media/Web 2.0 Engagement and Digital Marketing
- Leads and/or assists in the development of major client projects in the following areas:
 - Product/Service Marketing
 - Policy/Program Marketing
 - Social Marketing (behaviour change)
 - Sponsorship & Partnerships
 - Service Standards
- Conducts CEPSM Social Media Marketing workshops across Canada
- Provides customized social media engagement training for individual government departments
- Actively speaks at social media/web 2.0/government 2.0 conferences and events throughout the world
- Maintains a professional blog entitled [Public Sector Marketing 2.0](#)
- Produces and publishes relevant content on a daily basis across various social media channels

Recent Consulting Projects

- Canadian Air Transport Security Authority – Website information architecture and design recommendations
- Canadian Society for Exercise Physiology - Comprehensive marketing strategy and web/social media audit
- Canadian Air Transport Security Authority -Website re-design strategy and social media implementation plan
- HRSDC-Social media audit and strategic recommendations for the Foreign Credential Recognition Program
- National Gallery of Canada - Social media audit, training, and strategic recommendations
- Public Safety Canada– Social media engagement plan & training for the Emergency Preparedness Branch
- Canadian Air Transport Security Authority – Comprehensive web/social media audit and training
- Canadian Air Transport Security Authority – Marketing strategy for liquid, aerosol & gel restrictions
- Public Service Commission– Marketing strategy for the cost-recovery transition of the staffing branch
- City of Burlington – Marketing strategy for the parks & recreation branch
- Canada Revenue Agency – Brand strategy development
- Canadian Heritage – Comprehensive digital marketing plan for the organization
- Citizenship and Immigration Canada – Marketing plan for CIC's 60th anniversary
- Public Safety Canada – Social marketing strategy for the “Get Prepared” campaign
- Canadian Public Service Agency – Strategic digital marketing recommendations
- Infrastructure Ontario – Marketing strategy for the roll-out of a new financial business-line
- Canada Revenue Agency – Internal outreach strategy
- Service Canada – Marketing strategy for the “Identity Theft” awareness initiative

Recent Speaking Engagements

- Elections Canada – “Social Media Monitoring 101” – lunch n’ learn presentation (Ottawa)
- Ottawa University – “A social media wake-up call for students” – 2nd year B.Com lecture (Ottawa)
- Ottawa Tourism – “Social media marketing” full-day workshop (Ottawa)
- Marcom 2009 Conference – “Modern marketing research techniques” presentation (Toronto)
- Marcom 2009 Conference – “Social media marketing” full-day workshop (Toronto)
- InterComm Network – “Leveraging social media for internal comms within a gov environment” - (Ottawa)
- Department of Fisheries and Oceans – “Social media engagement 101” presentation – (Toronto)
- ALL Social Media for Government Conference – “Strategy before tactics” presentation – (Ottawa)
- United Way Canada – “Harnessing global intelligence” closing keynote presentation – (Ottawa)
- PWGSC – “Social media marketing” full-day workshop for the translation bureau – (Ottawa)
- Saint Elizabeth Health Care – “Social media marketing” full-day workshop (Toronto)
- Senate of Canada – “Social media engagement 101” presentation – (Ottawa)

- CIDA –“Social media engagement in the NFP sector” presentation (Ottawa)
- National Gallery of Canada – “Social media monitoring” training and presentation (Ottawa)
- Service Canada – “Social media monitoring” full-day workshop (Ottawa)
- Carleton University – “Introduction to social media marketing” presentation – (Ottawa)
- CSPS - Panel speaker on “mass collaboration, government & the Internet” (Ottawa)
- HRSDC - “Social media engagement 101” presentation (Vancouver)
- HRSDC - Knowledge talk on “IT/IM and Corporate Culture“ (Ottawa)
- Treasury Board of Canada - “Social media engagement“ half-day workshop (St John’s)
- PodCamp Toronto – Speech on “government 2.0 in Canada“ (Toronto)
- CSPS - National armchair discussion on “government blogging“ (Ottawa)
- Canadian Marketing Association -“ Top 10 tools for social media monitoring“ presentation (Ottawa)
- Statistics Canada – “Social media implications on comms & client relations” presentation (Ottawa)
- Cadets - “Social media marketing“ full-day workshop (St-Jean Richelieu)
- CSPS - National armchair discussion on “social media monitoring“ (Ottawa)
- Canadian Public Relations Society - Panel speaker on “social media & Canadian politics“ (Ottawa)
- CIDA Conference - Panel speaker on “social media in the NFP sector” (Ottawa)
- Public Safety Canada – “Social media marketing 101” workshop (Ottawa)
- CSPS – “Social media update for the public sector” presentation (Ottawa)
- Canada Student Loans Program – “Social media marketing” workshop (Victoria)
- Canadian Air Transport Security Authority – “Social media marketing” workshop (Ottawa)
- Ottawa Association of Exposition Managers – “Introduction to social media” presentation (Ottawa)
- CSPS - National armchair discussion on “social media engagement basics” (Ottawa)
- Carleton University – “Social media 101” presentation for executive program students (Ottawa)
- Podcamp Montreal – Presentation on “government 2.0 in Canada” (Montreal)
- Marcom 2008 Conference – “Social media marketing” workshop (Ottawa)
- CEPSM Workshops ‘08 – “Develop a Social Media Marketing Plan in 1-Day” (Ottawa, Toronto, Vancouver, Edmonton)

Publications

- CEPSM Social Media Marketing Workbook
- [Selling through a slump](#) – An industry by industry playbook (multiple authors)
- CEPSM Social Marketing Workbook (co-authored with Jim Mintz)

Podcast Interviews

- Six Pixels of Separation ([episode #124](#)) – Mitch Joel
- Being Buff: Marketing the Social Economy ([episode #8](#)) – Robin Browne
- Burn after Blogging: Experiences with PR, Social Media and Technology ([podcast](#)) – Sean Bailey

Newspaper Interviews

- Le Devoir – August, 2009
- The Globe and Mail – May, 2007

EMPLOYMENT HISTORY

Part-time Professor

Heritage College - Chelsea, Quebec

2005

- Taught numerous courses in the Small Business Development Program (Distance Education) - created for Aboriginal entrepreneurs looking to start a small business.
- Courses taught included :Starting a Small Business, The Business Plan, MS Office Suite, Introduction to Marketing, Financial Planning & Performance Measurement, Website Design Basics

Consumer Marketing Officer

Canada Post Corporation- Ottawa, Ontario

2005

- Implemented and monitored national consumer marketing campaigns with over \$1M promotional budget
- Launched regional area marketing program to support local retail sales managers
- Managed consumer marketing group communications vehicles (web, learning seminar, newsletter)
- Coordinated special projects requiring expertise with cross-functional stakeholders (product, web, retail, merchandising, marketing communications, marketing research)

Teaching Assistant

Carleton University- Ottawa, Ontario

2004-2005

- Acted as an additional resource for students in challenging undergraduate business courses including: Marketing Management, Non-Profit Marketing, Industrial Relations and Marketing Communications.
- Evaluated capstone term projects and consulted with students one-on-one.

EDUCATION

B.Com (honours)

Concentration in International Business and Concentration in Marketing

Carleton University - Ottawa, Ontario

2001-2006

Web Designer

Certificate Program

Algonquin College of Applied Arts & Technology - Ottawa, Ontario

2007

TRAINING

Designing and Selling Your Sponsorship Program

Certificate Course

Colterman Marketing Group - Ottawa, Ontario

2006

CLUBS & SOCIETIES

Canadian Marketing Association (CMA), Public Sector Marketing Society (PSMS), Canadian Internet Registration Authority (CIRA), Carleton Alumni Association (CAA), Carleton Commerce Society (CCS), Sprott Marketing Association (SMA), International Business Society (IBS), Canadian Ski Instructors Alliance (CSIA)