

RESUMÉ OF SHARMIN HISLOP

Edmonton, Alberta
587-989-9810
sharmin@shaw.ca

Professional experience

Alberta Blue Cross, Corporate Relations December 2000 – Present
Director, Corporate Communications

- Strategic oversight of corporate communication needs for the organization
- Canadian Association of Blue Cross Plans Brand reputation and trademark compliance officer
- Media spokesperson
- Annual budgeting and quarterly financial forecasting for the department
- Oversight of a team of communication officers, digital media specialists, intranet specialists, social media specialists and graphic designers.

Education

- **Operations Leadership Program certificate** (Queens School of Business 2013)
- **Leadership Development Program certificate** (University of Alberta School of Business 2011)
- **Project Management certificate** (NAIT 2007)
- **Public Relations Diploma** (Grant MacEwan College—now MacEwan University 2000)
- **Bachelor of Science, Specialization in Psychology** (University of Alberta 1992)

Accreditation

Canadian Public Relations Society Accredited in Public Relations (APR) 2008

CPRS volunteering

Canadian Public Relations Society (CPRS Edmonton)

- Member since 1999
- local board secretary (2001)
- president-elect (2002-2004)
- president (2004-2006)
- past-president (2006-2010)
- 50th anniversary planning committee member (2012-2013)
- mentorship committee member (2012-2015)
- mentorship chair (2014-2015)
- mentor (2016-2019)

(June 2020) Currently I have taken on a “co-past president” role to provide guidance and mentoring for the local society.

Canadian Public Relations Society (CPRS)

- National awards (Since early 2000s)
 - Judge
 - Regional jury coordinator
- Accreditation (work sample grader, written exam grader, oral examiner) Since 2010