

# Emily Cooke, M.S.Com., B.Sc.

Vancouver, BC | [emimcooke@gmail.com](mailto:emimcooke@gmail.com)

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## PROFILE

Communications Coordinator at the Michael Smith Laboratories, an interdisciplinary biotechnology research institute based at the University of British Columbia. Graduate of the Master of Science Communication program through Laurentian University. Proven abilities in strategic communication, social media management, website development, written communication, and audiovisual production. Strong work ethic with focus on detail, accuracy, organization, and collaboration.

### *Areas of expertise include:*

Communication | Time Management | Social Media Management | Adobe Creative Cloud | MS Office/Google Workspace | Wix and WordPress Website Editors | Conversational French

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## PROFESSIONAL EXPERIENCE

### Communications Coordinator

November 2023 to Present

Michael Smith Laboratories, UBC – Vancouver, BC

Responsible for managing the public image of the department through various communication channels.

- Research, prepare and distribute news stories to highlight the department's innovative research, events, and member achievements through our department website and social media
- Photograph research, events and members to accompany written website and social media content
- Review and update WordPress site content, evaluating effectiveness, quality, accuracy, timeliness, consistency, and relevance
- Content creation, evaluation, reporting and strategic planning for department social media accounts
- Manage a working group of trainees to generate materials that promote department research and people through various channels
- Plan and manage department seminars and social events that foster community, enhance knowledge translation, and create a positive student experience
- Coordinate collection of nomination materials and contribute to writing for faculty award nominations
- Participated in hiring process for a communications role with a partner department

### Production Assistant

June 2023 to August 2023

Avo Media – Vancouver, BC

Responsible for supporting various video-based client projects in pre- and post-production stages.

- Supported pre-production work for client projects, including preparation of research backgrounders and conducting interviews with subject matter experts
- Supported post-production work for client projects, including preparing paper edits, and performing audio and video editing using the Adobe Creative Cloud
- Recreated scientific figures and tables using graphing software and Adobe Illustrator
- This was an 8-week work placement, towards fulfilling the requirements of my Master's degree

### Graduate Research Assistant

September 2022 to April 2023

Laurentian University - Sudbury, ON

Responsible for contributing to data collection, analysis, and presentation for a qualitative science communication research project, including travel to an international conference.

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## PROFESSIONAL EXPERIENCE (CONTINUED)

- Responsible for literature review, data collection, data analysis, and writing for a study on risk communication in COVID-19 updates from Canadian Public Health Officers, published in *Rhetoric of Health & Medicine*
- Designed and delivered a presentation on our research findings at the international Public Communication of Science and Technology (PCST) 2023 Conference in Rotterdam, Netherlands

**Youth Recreational and Leisure Activities Program Coordinator** May 2021 to July 2021  
**Office Assistant** July 2020 to May 2021  
**Marketing Coordinator** June 2019 to August 2019  
Volunteer Sudbury/Bénévolat Sudbury - Sudbury, ON  
Began employment through the Canada Summer Jobs program with the opportunity to continue part-time with the organization. Responsible for supporting the charity in a variety of roles which expanded my experience in social media management, graphic design, website maintenance, newsletter creation, and strategic planning.

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## EDUCATION

**Master of Science Communication (M.S.Com.)** Graduated October 2023  
Laurentian University – Sudbury, ON  
*Major Research Paper*

- Supervised by Dr. Chantal Barriault and Dr. Jeffrey Gagnon: *Digesting Ozempic: How information sources on the type 2 diabetes drug Ozempic can affect patient understanding and decision making*

*Highlights of Program*

- Through this program, I explored diverse stakeholder management and communication, examined language use and rhetorical devices for different contexts, learned to strategically target messaging for different audiences, and approached design problems critically, both individually and with a team
- My practical work and experiential learning in the program aided with developing social media management skills, proficiency in planning, filming, and editing audio and video projects, and honing presentation development and delivery skills

**Bachelor of Science (Honours): Biomedical Biology (B.Sc.)** Graduated June 2022  
Laurentian University - Sudbury, ON

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## VOLUNTEER EXPERIENCE

BC Diabetes Research Network, Vancouver, BC September 2023 – December 2023  
**Newsletter Volunteer**

Laurentian Graduate Student Association Joint Council, Sudbury, ON November 2022 to June 2023  
**Science Communication Program Representative**

Lo-Ellen Park Secondary School IB Program, Sudbury, ON September 2021 to May 2022  
**Volunteer Tutor**

MPP Candidate Political Campaign, Sudbury, ON October 2020 to February 2022  
**Communications Volunteer**