

# **Kelly Rusk**

**Consultant at Thornley Fallis Communications**

Ottawa, Canada Area, ON, CA

Consultant at Thornley Fallis Communications

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## **Biography**

Driven and motivated communications consultant specializing in digital communications and social media strategy, particularly as part of a greater communications strategy. First-hand experience incorporating social media framework in growing companies and training employees on engagement, developing social media policy and corporate governance structures.

Key strengths in writing, problem solving, creative thinking and measurement concepts.

Specialized in using measurable objectives and identifying key performance indicators for social media success and well-versed on industry leading tools.

Services I can help you with:

- Social media research and strategy development
- Social media analysis and audits
- Policy and guideline development for social media
- Strategic marketing and communications planning
- Social media, PR and communications measurement programs
- Online community management strategies
- Social media training

Services my company can help you out with:

- Web and graphic design
  - Media training and media relations
  - Interactive media development
  - Video production
  - Online public engagement
  - Event planning and management
  - Crisis and issues management
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## **Industry Expertise**

Public Relations and Communications

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## **Areas of Expertise**

Problem Solving, Online Journalism, Creative Writing, Public Speaking, Social Media

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## **Affiliations**

IABC Ottawa, Girl Geek Dinners Ottawa, Social Media Breakfast, Help the Aged (Canada), Third Tuesday, Twitter

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## **Education**

Algonquin College of Applied Arts and Technology  
Honours diploma Public Relations

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