

Al Czarnecki Communications

Public Relations & Social Marketing

(416) 261-9828 • ac@topstory.ca

www.topstory.ca

Al Czarnecki, APR

A versatile communications professional and manager

Extensive experience • Strong editorial skills • Web literate • Accustomed to a fast pace

- Prime skills**
- Strong analytical and communication strategy skills
 - Writing, editing, photojournalism, sense for readership relevance
 - Well-practiced in the effective use of limited resources

- Accreditation**
- Accredited in Public Relations (APR since 1988)
by the Canadian Public Relations Society

- Competencies**
- Developing communication programs
 - Writing and editing, photo essays, publication layout, website development
 - Comfortable both as a manager and as a hands-on practitioner
 - Able to relate to both business and community issues
 - Vision, leadership, a team player

- Experience**
- *Al Czarnecki Communications* *(est. 1992)*
Consulting, training, writing, editing, project management
 - *Director of Public Relations and Fund Raising* *(1986–1992)*
Metropolitan Toronto Association for Community Living
 - *Director of Community Relations* *(1984–1986)*
Humber Memorial Hospital
 - *Director of Communications* *(1977–1984)*
Metro Toronto Branch, Canadian Mental Health Association

- Education**
- Liberal Arts education with a Bachelor's Degree in Psychology
(Loyola University, Chicago)
 - Certificate Program in Fund Raising Management
(Canadian Centre for Philanthropy)

- Memberships**
- Canadian Public Relations Society
 - Professional Writers Association of Canada