

# JILLIAN L. MITCHELL

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COMMUNICATIONS & EDITORIAL LEADER | VOICE & MEDIA SPECIALIST

jillian.mitchell@outlook.com | Victoria, B.C., Canada | LinkedIn: @jillianlmitchell ↗ | Portfolio ↗

Eligible for Skilled Worker Visa sponsorship. Available for immediate relocation to the UK.

References available upon request.

## PROFESSIONAL SUMMARY

Communications, editorial, and voice leader with 10+ years of experience helping individuals and organizations find and deliver their voice. Leads content and media initiatives across government, corporate, and entrepreneurial sectors, and coaches clients to communicate with clarity, confidence, and impact.

## CORE COMPETENCIES

- Strategic Communications
- Executive Communications
- Media Relations
- Partner Engagement
- Issues Management
- Internal Communications
- Speechwriting
- Voice/Media Coaching
- Content Strategy
- Publications Management
- Writing & Editorial
- Leadership

## PROFESSIONAL EXPERIENCE

**Communications Officer**

**2023–Present**

**Provincial Government of British Columbia | Victoria, B.C.**

Lead a small team of communications professionals to deliver high-quality internal and external communications supporting high-profile policy initiatives. Drive editorial strategy, executive messaging, and staff engagement while enhancing public correspondence standards and ministry-wide training.

### Key Achievements

- Promoted twice in less than two years, reflecting strong performance and leadership.
- Developed and launched a department-wide training manual and webinar series, streamlining onboarding and boosting team consistency and confidence.
- Increased internal newsletter readership by 30% through a redesigned content strategy.
- Streamlined branch correspondence processes, improving efficiency and reducing response times.
- Served as Plain Language Lead (UBCIC Project), rewriting 43 provincial remedial letters to improve clarity and public trust.
- Directed targeted communications plans that improved cross-departmental alignment and partner engagement.

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## PROFESSIONAL EXPERIENCE (Continued)

### Content Coordinator

2022–2024

YourContentEmpire.com | Victoria, B.C.

Led end-to-end content marketing projects, ensuring timely delivery, high quality content and alignment with client objectives. Managed cross-functional teams and cultivated strategic client relationships to drive engagement and project success.

#### Key Achievements

- Directed a freelance team of designers, writers, and editors, consistently delivering on schedule.
- Built and maintained long-term client partnerships, increasing repeat business and client satisfaction.
- Streamlined project workflows, improving team efficiency and reducing production timeline.

### Founder & Vocal Coach

2013–Present

Voxsana Vocal Coaching | Victoria, B.C.

Founded and operate a vocal coaching business, guiding clients in voice development, confidence, and performance. Provide media and public speaking coaching for high-profile events, and produce a related podcast on voice and communication.

#### Key Achievements

- Coached TEDx Royal Roads University speakers (2024), optimizing clarity, delivery, and stage presence for live audiences.
- Interviewed prominent industry leaders, including Broadway voice coach Mary Saunders and artists Emm Gryner & Sass Jordan, expanding professional network and audience reach.
- Designed personalized coaching programs and an online masterclass, improving client performance and confidence in professional and creative settings.
- Produced and managed a live-stream podcast, building an engaged audience and establishing thought leadership in voice and communication.

### Project Manager / Editor / Writer

2013–2016

DEL Communications Inc. | Victoria, B.C.

Led editorial operations across multiple lifestyle and trade publications, managing content strategy, creative vision, and a cross-functional team of writers and designers.

#### Key Achievements

- Successfully managed simultaneous publication schedules, consistently meeting strict deadlines without compromising content quality.
- Mentored and led a team of 10+ writers and designers, improving collaboration and creative output.
- Developed content strategies that increased readership engagement and brand visibility.
- Contributed high-impact articles as a staff writer, maintaining editorial excellence in competitive publishing environments.

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## PROFESSIONAL EXPERIENCE (Continued)

**Freelance Writer**

**2008–Present**

**Various Publications**

Create feature articles, interviews, and trade/lifestyle content for national and regional publications, adapting writing style to meet each outlet’s editorial voice and standards.

Key Achievements

- Published work in national outlets including Toastmasters International magazine and *Parents Canada*, as well as regional newspapers such as *The Brandon Sun* and *The Chronicle Herald*.
- Successfully tailored writing to diverse editorial standards, ensuring consistent quality and audience resonance.

## EDUCATION & CERTIFICATIONS

**Bachelor of Arts (Honours)**

**2008**

Double Major: English / Writing, Minor: Music  
Brandon University

**Skill Building for Public Relations**

**2025**

Micro-certificate  
University of Victoria

## TECHNICAL SKILLS

Adobe InDesign  
Adobe Photoshop  
Asana  
Canva  
Google Workspace  
MS Excel

MS Office  
MS PowerPoint  
Restream  
Riverside  
SharePoint  
Zoom

## PROFESSIONAL DEVELOPMENT

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|---|-------------|
| Web Writing: Plain Language (BC Public Service)         | <b>2023</b> |
| Behavioural Insights Basics (BC Public Service)         | <b>2024</b> |
| Employee Onboarding for Supervisors (BC Public Service) | <b>2024</b> |
| Project Management Foundations (BC Public Service)      | <b>2024</b> |
| TED Masterclass: TED’s official public speaking course  | <b>2024</b> |
| Supervising in BC Public Service (BC Public Service)    | <b>2025</b> |
| Applied Project Management (BC Public Service)          | <b>2026</b> |
| Intro to Change Leadership (BC Public Service)          | <b>2026</b> |
| Coaching 101 (BC Public Service)                        | <b>2026</b> |