



# *Catriona Berry*

Communications & Design

Click on the tiles to jump to sections.



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[Click to go  
back to p. 1](#)

# *Writing Projects*

Program assignment: Write a  
fact sheet about the RCMP.  
[Click image to see full PDF.](#)



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# *Writing Projects*

Program assignment: Write a press release for Raleigh Canada.  
Click image to see full PDF.



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# *Writing Projects*

Program assignment: Write 10  
key messages about a topic for  
the health minister.  
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# *Writing + Design*

Newsletter redesign for  
Burlington Humane Society.  
Click images to see full PDF.



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# *Writing + Design*

Program Assignment: Interview  
and profile a PR Professional.  
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# *Writing + Design*

Personalized stationery for  
service representatives.  
Environmental edition.  
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# *Writing + Design*

Newsletters to promote  
LVNG with Lung Cancer  
Community engagement.  
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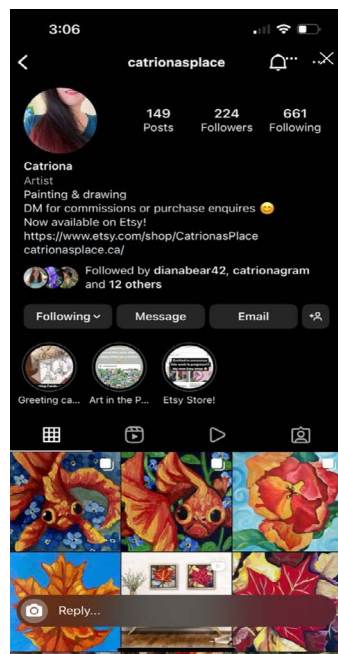
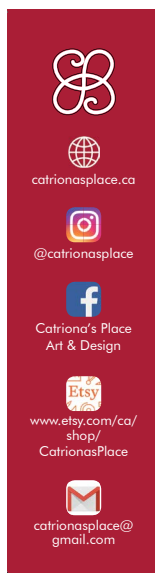


# Branding



catrionasplace

Branding for artist & designer.  
Click images to visit properties.



[https://m.facebook.com > ... > Catriona's Place Art & Design](https://m.facebook.com/Catriona's Place Art & Design)

[Catriona's Place Art & Design | Facebook](#)

Artist and designer creating original paintings and drawings; acrylic on canvas, pen & ink on paper. Page · Visual Arts.



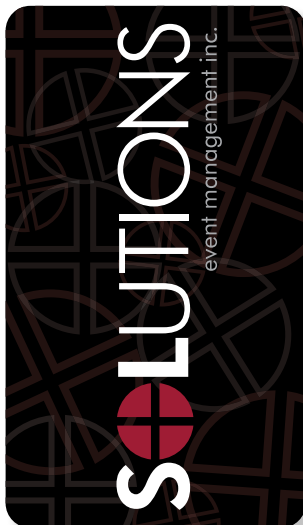
# Branding

**SOLUTIONS**  
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Branding for Toronto-based  
event planning company.



**SOLUTIONS**  
event management inc.



**SOLUTIONS**  
event management inc.

\*\*\*\*\*

**Sharm Simon**

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Mississauga, Ontario  
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event management inc.

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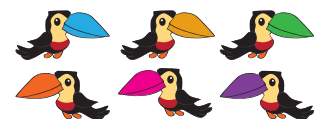
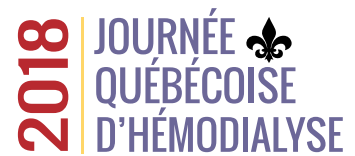
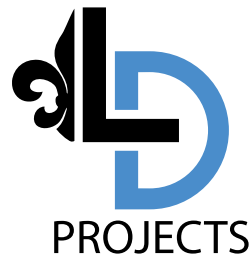
tel: 289.232.4229 | fax: 289.904.0335  
info@solutionsevents.ca

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# Logo Design



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# Layout Design

Print brochures, posters,  
digital invitations.

**You can put Hope in the Air**

RBC Rewards® is a proud supporter of Hope Air, the national charity that arranges free flights for Canadians in financial need to get to specialized healthcare that doesn't exist in their home community.

Did you know your RBC Rewards points can fuel Hope Air's flights? Simply visit [rbcrewards.com/hopeair](http://rbcrewards.com/hopeair) and donate your points to help kids and adults bridge the distance between home and hospital.


With a simple click, you can improve the lives of Canadians by ensuring their access to healthcare.



**hope Air**

**"You can put Hope in the Air"**

says Rick Mercer, a proud Honorary Patron of Hope Air, the national charity that arranges free flights for Canadians in financial need who need to get to healthcare that is not available in their home community.



[www.hopeair.ca](http://www.hopeair.ca)

Getting Canadians To Getting Better

Did you know your RBC Rewards® points can fuel Hope Air's flights? Simply visit [rbcrewards.com/hopeair](http://rbcrewards.com/hopeair) and donate your points to help kids and adults bridge the distance between home and hospital.

With a simple click, you can improve the lives of Canadians by ensuring their access to healthcare.

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**Soirée Célébration IIV!**

Le vendredi 19 décembre 2014

Vous êtes convié(e), vous et votre conjoint à venir célébrer 2014 avec nous à l'Auberge St-Gabriel, dans le Vieux-Montréal.

Le programme :  
18 h – Arrivée et cocktail de bienvenue / Bar Lobby  
18 h 45 – Souper de célébration IIV 2014 / Bar Velvet  
L'Après-Souper – Quelques pas de danse au son du DJ international invité du Bar Velvet  
Merci de RSVP à Johanne directement.

\*\*Un service de navette-taxi pour vos déplacements vous est offert pour cette soirée, si intéressé(e), veuillez informer Johanne.\*\*

Lee et Marie-Claude

**IIV**

**Marriott INTERNATIONAL**

**You are invited to a MARRIOTT INTERNATIONAL ATLANTIC CANADA FAM!**

WEDNESDAY, JULY 19, 2017 TO SATURDAY, JULY 23, 2017

Enjoy the best of Atlantic Canada's sights, sounds and culinary delights.

Wednesday, July 19, 2017 Depart for Halifax, site properties and off-site venues  
Thursday, July 20, 2017 Depart for Charlottetown PEI, lunch and site tours and overnight  
Friday, July 21, 2017 Depart for Moncton, lunch site and site tours and overnight Fredericton  
Saturday, July 22, 2017 Depart for St. Andrews, lunch and site tours and overnight Saint John  
Sunday, July 23, 2017 Depart for home

**Please click here to go to the registration site.**

This Atlantic Canada FAM is sponsored by:  
Delta Halifax/Delta Barrington  
Marriott Halifax Harbourfront  
The Westin Nova Scotian Hotel – Halifax  
Delta Brunswick – Saint John  
The Algonquin – St. Andrews  
Delta Fredericton – Fredericton  
Delta Beauséjour – Moncton  
Delta Prince Edward – Charlottetown

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MARRIOTT  
DELTA HOTELS  
WESTIN HOTELS & RESORTS

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YouTube  
Twitter  
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This invitation is non-transferable.

**COME ON OVER TO OUR HOUSE...**

Please join your partners from Marriott International for a relaxing evening with friends, old and new.

Tuesday, August 22<sup>nd</sup> – 6:00pm - 8:00pm

**The Addisons Residence**  
456 Wellington Street West, Toronto, Ontario

Please RSVP by Monday, August 14<sup>th</sup>, using the registration link below:  
**MARRIOTT SPECIAL EVENTS CANADA**

**Marriott INTERNATIONAL**

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# Photography

Click to view online



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# Appendix

## *Sheridan College Public Relations & Corporate Communications*

### *Program Curriculum*

Introduction to Marketing and Communications

Career Management for PR Practitioners

Writing for Public Relations 1 & 2

Applied Communications Research

Performance Techniques for Media Relations

Introduction to Public Relations

Communication Design and Technology

Social Media Technology for PR

Special Events Planning

Strategic Communications Planning

Public Relations and Philanthropy

Issues and Crisis Management

Internal Communications

Work Placement





# *Certificate of Completion*

*This document certifies that*

**Catriona Berry**

*successfully completed the Course on Research Ethics based on  
the Tri-Council Policy Statement: Ethical Conduct for Research  
Involving Humans (TCPS 2: CORE 2022)*

**Certificate # 0000841567**

**9 September, 2022**



*Catriona Berry*  
Communications & Design

*Thank you!*



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# Appendix

## *Sheridan College PR&CC Writing Projects*

A few years ago, I became seriously interested in the work that the communications team at my employer does. I had worked with them peripherally for years on philanthropic and business reputation design projects in a previous role. As an avid life-long learner, I decided in 2021 that I could afford to take an education leave and enroll in the Public Relations and Corporate Communications graduate program at Sheridan College. The formal writing samples in this portfolio are examples of class projects that allowed us to practice the skills that we are developing in this experience-based curriculum.

## *LVNG with Lung Cancer Newsletters*

Working with a small budget for content development, I designed these newsletters for the Lung Cancer Sales team to use to promote a lung cancer patient support community to healthcare professionals. These pieces represent a small part of the work I did, with the support of one marketing manager, our agency of record and the business global LVNG support team. We had limited resources and budget but the big opportunity to bring a successful American campaign to the Canadian market. The program launched here with a fully approved website, Facebook community and sales support tools in about six months.

Highlights: project management and partnering, design and print, website creation management, internal and external regulatory submission, social media management.

## *Customer Service Representative Stationery*

This project started out as a concept introduced by an advertising agency — "get away from the everyday". The team enjoyed using the little sleeves to leave print material for customers. However, budgets were cut and reallocated so the team could no longer afford to have the materials designed by an agency and printed. I partnered with the brand team to develop the content, proposing a Canadiana theme one year and an environment tips theme the next year. With their approval, I wrote the content for 10 unique cards (one per rotation), designed the layouts, using source images from iStockPhoto, in InDesign and produced them for print. I worked with a print partner to ensure cost efficacy and FSC standards were met.



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