



MICHAEL ROY

STRATEGIC COMMUNICATIONS | MARKETING | STORYTELLING | COMMUNITY ENGAGEMENT

Strategic communications and marketing professional with more than 15 years of experience in digital storytelling, public relations, journalism, multimedia production, stakeholder engagement, and community building. Proven ability to develop and execute communications strategies that increase engagement, strengthen brand reputation, and support organizational objectives.

Extensive experience producing multimedia content, managing complex projects, leading teams, and translating complex information into compelling narratives for diverse audiences. Experienced working across nonprofit, healthcare, media, sales, and technical sectors with a passion for community engagement and public-interest communications.

CONTACT

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COMPETENCIES

- Strategic Communications
- Communications Planning & Strategy
- Public Relations & Media Relations
- Executive Communications
- Crisis & Issues Management
- Stakeholder Engagement
- Marketing & Digital Media
- Brand Management
- Social Media Strategy
- Digital Marketing
- SEO & Content Strategy
- Analytics & Reporting
- Content Creation
- Copywriting & Editing
- Storytelling
- Photography & Videography
- Documentary Production
- Presentation Development
- Graphic Design
- Leadership & Project Management
- Team Leadership
- Project Management
- Event Coordination
- Community Engagement
- Fundraising Communications
- Relationship Management

EXPERIENCE

Communications Specialist

ONE CARE Home & Community Support Services | Clinton & Stratford, ON | Dec 2024 – Jan 2026

- Developed and implemented integrated communications strategies across digital and traditional channels.
- Increased social media interactions by more than 1,200% year-over-year.
- Increased one-minute video views by over 94,000% through organic storytelling initiatives.
- Produced multimedia content highlighting clients, caregivers, and staff.
- Supported the organization's most successful fundraising year in recent history.
- Managed website content, newsletters, social media, and digital storytelling initiatives.
- Collaborated with leadership and stakeholders to support organizational priorities and brand awareness.

Sales

Reno Liquidation Depot | Barrie, ON | Dec 2020 – May 2024

- Delivered exceptional customer service and product recommendations.
- Contributed to record-breaking sales during the COVID-19 period.
- Built strong customer relationships and managed sales transactions.

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EXPERIENCE

Editor-in-Chief & Writer

Revolution News / New York (Remote) / Sept 2012 – Dec 2020

- Led an international team of 30 journalists across 13 countries.
- Grew audience from approximately 20,000 to 1.2 million followers.
- Managed editorial strategy, content planning, and multimedia production.
- Conducted interviews and investigative research on social, political, and environmental issues.
- Produced articles, videos, podcasts, and digital content for multiple platforms.

Documentary Film Producer

I primi saranno gli ultimi (The First Will Be the Last) / Toronto, ON / 2017 – 2019

- Produced an international documentary chronicling veterans of the Spanish Civil War.
- Coordinated interviews, research, logistics, and multimedia production.

Documentary Film Producer

The New Normal: Precarious Work in London / London, ON / 2017 – 2018

- Produced and directed a documentary exploring precarious employment in London.
- Conducted interviews and managed all aspects of production.

Research Assistant

Western University / London, ON / Sept 2016 – 2018

- Conducted qualitative research and literature reviews.
- Assisted with data collection, analysis, and report preparation.
- Supported research communications and knowledge translation initiatives.

Reporter & Talk Radio Host

CHRW 94.9 FM / London, ON / London, ON / Jun 2012 – Jun 2018

- Produced and hosted the most listened to radio show on CHRW.
- Conducted interviews with politicians, academics, activists, and community leaders.
- Wrote and produced news stories and feature segments.

Sales and Service Coach

Bell Canada / London, ON / Jan 2004 - July 2012

- Coached and mentored sales representatives.
- Managed escalated customer concerns and account issues.
- Consistently exceeded sales and customer satisfaction targets.
- Delivered training and performance coaching initiatives.

Project/Event Coordinator

Wearegamers.com / London, ON / Jan 1999 - May 2004

- Organized and managed large-scale gaming events and tournaments, attracting up to 500 participants.
- Secured sponsorship's and prizes exceeding \$50,000 through relationship-building and business development initiatives.
- Managed marketing campaigns, event logistics, budgets, and volunteer teams.
- Developed promotional materials and sponsorship packages while fostering a strong and engaged community.

Technical Supervisor

Rogers Cable - Com Cable / London, ON / Sep 1986 – Jan 2004

- Managed teams of up to 56 employees.
- Oversaw infrastructure projects involving more than 60,000 customer connections.
- Led rewiring projects in over 600 apartment buildings.
- Managed budgets, scheduling, quality assurance, and client relationships.

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EXPERIENCE

PUBLICATIONS

Book: *The Winter We Danced (2013)*

Photography documenting the Idle No More movement.

Book: *Line in the Tar Sands (2012)*

Photography documenting environmental movements in Canada.

DOCUMENTARY FILMS

- The New Normal: Precarious Work in London (2018)
- I primi saranno gli ultimi (The First Will Be the Last) (2019)

EDUCATION

Bachelor of Arts (Honours)

Media and the Public Interest (Communications & Media)

Western University

London, Ontario | 2018

PROFESSIONAL PORTFOLIO

 Mikeroy.ca

Additional Information

- Valid Ontario G Driver's Licence
- Available for travel and occasional evenings/weekends
- Eligible to work in Canada
- Extensive experience working in nonprofit, media, healthcare, sales, and community environments.
- Contact email: cabl3.cable@gmail.com