

# Guy Paquette

## Partner, Director of Digital Strategy



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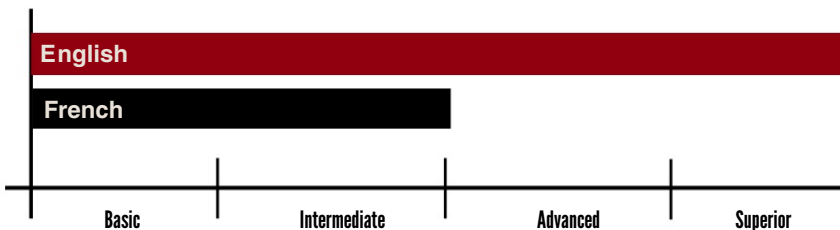
Guy specializes in digital strategy and content development earned through more than 25 years of experience in corporate media and technology.

He started in high-tech managing award-winning software eventually transitioning to website, interactive email and multimedia content development. He has produced digital communication products for brands in health, high-tech, government, advocacy, and more.

Today, Guy develops online strategies and multimedia content for Cliff Hanger clients and remains a pioneering force and thought-leader in new media within government. He championed the move beyond legacy practices in military public affairs towards the adoption of the interdisciplinary approach to journalism, mobile and data journalism, social media, and digital demographics.

He is credited as the developer of the Canadian military's extranet news wire and for establishing its social media training programs. He has trained over 2000 communicators in subjects ranging from Web Ontology to Digital Journalism. He has authored numerous studies and strategy papers and is a regular guest speaker, most recently on the topic of the "Future Web & Social Operations Strategy".

Guy's friendly personality, dedication to new media, innovative approaches, and background in marketing and sales, project management and programming have made him a valuable and versatile resource for organizations looking to increase brand value and conversion opportunities.



### Experience & Expertise

- Online / Digital Strategy
- Social Media & the Semantic Web
- Public Relations
- Marketing Communications
- Multimedia Content Development
- Storyboarding / Writing / Editing
- Support to Audio-Video Production
- Mobile Journalism
- Data Journalism
- Brand Journalism
- Metrics / Digital Demographics
- News Wires & Media Hubs
- Information Architecture
- Project Management
- Product Management
- Instructional Design & Training

### Knowledge & Interests

- Technology
- Mass Media & Communications
- Audio Recording
- The Media & News
- Instructional Methodology

### Education

#### Algonquin College

Computer Programming  
Marketing Management  
Material/Inventory Management

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