

# Karie Dufour

## Partner, Director of Copy



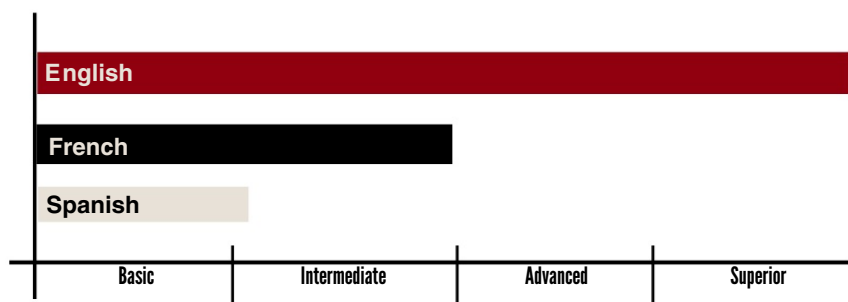
Karie specializes in social media, web content and crafting compelling copy across all mediums and audiences. She has more than a decade of experience in media and corporate communications, including several years as a public relations instructor and manager of the Canadian Army website and its nine bilingual social media channels.

Karie started in journalism covering community news before progressing into roles as a communicator for large institutions. She has produced a massive amount of published copy ranging from feature articles for the military to Twitter campaigns for mental health. She is also a gifted media relations specialist, speaker and blogger.

Today, Karie is Cliff Hanger Communications lead on copy for all productions and the management of social media spaces. She has trained hundreds of junior and senior government communicators on how to create public affairs products, write and deliver speeches, carry out internal communications, and create web content. She has also provided media spokesperson training to senior government executives to prepare them for radio, TV, and Web interviews, including scrums.

While with the Army, she led a team in the management of a large online community that grew by 100,000 and oversaw content on a website with more than 250,000 monthly page views. She also developed a robust social media strategy for the Army's properties and created a comprehensive social media tool kit for regional practitioners.

Karie's passion, creativity, plain language approach, efficiency, attention to detail, and ability to bring just the right tone have made her a critical resource for organizations looking to tell their story and increase brand value.



### Experience & Expertise

- Feature Writing
- Brand Journalism
- Writing for the Web
- Editing
- Public Relations
- Social Media Management
- Creating Presentations
- Infographics
- Blogging
- Journalism
- Research, ATI requests
- Interviewing
- Media Training
- Web & Social Media Analytics

### Knowledge & Interests

- Families and Youth
- Cities and urbanism
- Food and Beverage
- Arts and Culture
- Military
- Mental Health
- News and the Media
- Higher education

### Education

Carleton University  
Bachelor of Journalism  
Algonquin College  
Public Relation courses

2003-2007  
Canadian  
Armed Forces

2007  
Canadian  
Blood Services

2007-2008  
Health Canada

2007-2016  
Department of  
National Defence

2013-Now  
Cliff Hanger  
Communications

**CLIFF**  
**HANGER**