

# Aaryn Lynham

Edmonton, Alta. T5N 3A3 | (403) 519.1119 | aaryn.lynham@gmail.com | aarynlynham.com

## Qualifications

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- Articulate interpersonal and professional communication skills. Enthusiastic and co-operative with proven leadership abilities. Experienced in delivering high-quality work on a strict timeline with changing priorities.
- Extensive public speaking experience to audiences of up to 100 people. Strong command of CP style writing, audience analysis and event production. Experience in public consultation, stakeholder and media relations.
- Proficient in Adobe Suite, Canva, Google Ads, Hootsuite, Asana, Mailchimp, Eventbrite and Wix.

## Relevant Experience

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Government of Alberta  
Public Engagement Specialist

March 2023 - Present  
Edmonton, Alta.

- Applied knowledge of public engagement theory, methods and best practices. Developed and supported effective engagement for Albertans both in virtual and in-person environments, building trust between government, key stakeholders, clients and partners.
- Provided strategic advice, facilitation and project management services related to the planning, delivery and evaluation of engagement initiatives across a number of different Ministry projects and stakeholder groups. Analyzed project plans, reports and other documentation for stakeholder impact, reaction or engagement needs.
- Provided strategic leadership as an expert on the Government of Alberta's digital public engagement platform. Supported effective design and plans for digital engagement activities and training of other Ministry staff.

Alberta Health Services  
Advisor, Community Engagement, Advisory Council Relations

October 2021 - March 2023  
Edmonton, Alta.

- Liaised between AHS executive leadership and three Health Advisory Councils (HACs), each comprised of 15 volunteer community members, ensuring that Albertans' voices were incorporated into AHS operations, policy, and decision-making. Facilitated public engagement using IAP2 training to fulfill Council mandates.
- Managed all administrative Council requirements. Produced several virtual or hybrid engagement sessions and public meetings of 25 to 150 attendees. Acted as the AHS spokesperson at public meetings.
- Innovated communications processes, research methods and reporting. Implemented brand standards for several Council materials, both print and digital. Managed AHS Advisory Councils social media accounts.
- Assisted with production of AHS' Together4Health Headlines newsletter sent to over 6,000 Albertans. Established and led production of the Council Connection newsletter for 500 members and alumni.

Legislative Assembly of Alberta  
Constituency Office Manager, Edmonton-West Henday

September 2020 - August 2021  
Edmonton, Alta.

- Managed all administrative aspects and day-to-day operations of the Edmonton-West Henday constituency office. Acted as a liaison between MLA Jon Carson and constituents as well as Critic portfolio stakeholders.
- Managed all constituency office communications, including social media, Mailchimp e-newsletters and graphic design for various printed materials. Managed a \$162k office budget. Responsible for community outreach and organizing, event planning and stakeholder relations database management.

Hillhurst United Church  
Communications Lead

December 2019 – June 2020  
Calgary, Alta.

- Supported digital presence, brand standards and media relations. Implemented best practices for faith community communications. Advised leadership in developing the COVID-19 response plan. Gained national news coverage with news releases about the COVID-19 response plan and Hillhurst's Pew Project.
- Wrote weekly Mailchimp e-newsletters to 1,300+ subscribers. Created communication materials and wrote copy for over 10 ministries and their events, maintaining the Church Centre app, website, and social media.

4-H Alberta Communications  
Volunteer Judge

February 2015 – May 2019  
Calgary, Alta.

- Delivered prepared and impromptu speeches for 10 years as a 4-H member. Competed at Provincials in 2015.
- Judged at five Club and Regional level events for more than 80 Calgary Region 4-H Alberta members. Facilitated two public speaking workshops for 4-H clubs and post-secondary students in Spring 2019.

## Education

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Professional Diploma in UX Design  
UX Design Institute

June 2022 - Present  
Dublin, Ireland

- Completing the User Experience (UX) Design diploma program remotely. Anticipated completion in June 2023.

Bachelor of Communication, Public Relations  
Mount Royal University

September 2015 – December 2019  
Calgary, Alta.

- Graduated with a 3.97 GPA. Recognized on the Faculty of Business and Communications Dean's List and President's List each semester. Completed a Minor in Business.

## Memberships & Certifications

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**International Association of Public Participation (IAP2):** Professional certification obtained through a three-day workshop, *Planning for Effective Public Participation* (September 2022), and an additional two-day workshop *Techniques for Effective Public Participation* (November 2022).

**Canadian Public Relations Society (CPRS):** Member since 2015, mentee within the Calgary chapter in 2017 and 2018. Attended the National Conference as a delegate in Edmonton, June 2019.

**Crisis & Risk Communications:** Professional certification obtained through a two-day workshop with Dr. Vincent T. Covello in June 2019. Was invited to present my published paper to the group of communications professionals: *Alberta Health Service (AHS) Drug Safe Opioid Campaign* (Western Communications Report, 2019).

**Hootsuite:** Completed Hootsuite Platform Certification and Social Marketing Certification courses in October 2019.

**Google Ads:** Certified in Google Ads Search (June 2022); Display (June 2021); and Fundamentals (March 2019).

**Standard First Aid, CPR & AED:** Certification issued by Canadian Red Cross in August 2022. Expires August 2025.