**SHELLEY ARRON-COHEN** C: (613) 447-7435

Ottawa, Ontario E-mail: coach@vocaldynamo.com

# EXECUTIVE SKILLS SUMMARY

1. Former Traffic Commentator – CBO Radio – 5 years and Radio Announcer - Private radio – 5 years;
2. Write, edit, and proof communications: Radio / TV commercials and Public Service Announcements (PSA), corporate video scripts, media releases, communications plans, courseware, marketing collateral, print advertising copy, proposals, reports, letters / e-mails, PowerPoint presentations, newsletters and articles etc.;
3. Narrator / Actor – on and off-camera for corporate videos, CD-ROMs, Websites, radio and TV commercials, on-hold & voicemail;
4. Certified Instructor / Facilitator – Langevin Learning Services; instructor and course designer for "Becoming a Voice Actor" course;
5. Excellent telephone and interpersonal communications skills;
6. Plan, coordinate and / or M.C. small or large-scale events such as courses, concerts, trade show booths, workshops, seminars, presentations, meetings, media events etc..

# ACHIEVEMENT highlights

1. For Commercial on Hold Marketing (COHM), voicemail and ‘on-hold’ voice for Rogers Canada, National Gallery of Canada, Canada Post, CIBC/President’s Choice Financial / Amicus, The Shopping Channel, Ottawa Int’l Airport, plus many others for 20+ years;
2. Writer and teacher “Becoming a Narrator” course at Algonquin College – Winter 2010/11; Fall 2011; Winter 2013 and “Becoming a Voice Actor” privately – Fall 2013 and 2014, spring 2014 and 2015, Fall 2016 and 2017, Fall and Spring 2018;
3. Wrote and delivered Narration Basics courses; coach individuals in vocal development and presentations;
4. Wrote script for the Natural Resources Canada program “Geomapping for Energy & Minerals” recruitment video;
5. Wrote English script and produced English and French radio Public Service Announcements for the “Aboriginal Treaties” Exhibition – Library and Archives Canada;
6. Wrote and narrated 2 television commercials for a hi-tech training company; and one for a Halifax law firm; wrote corporate videos for the National Capital Commission, Canadian Tire and Royal Bank;
7. Narrated 2 ACTRA award-winning radio programs *–* "The Romance Novel" *–* CBC “Ideas” and “The Plague” *–* CHEZ-FM;
8. Coordinated a 9-city media launch of a major research publication garnering 150 media exposures within 24 hours;
9. Coordinated media exposure and made presentations on behalf of *ACTION PARAMEDICS,* which secured funding and petition names, assisting in successfully bringing Paramedics to Ottawa-Carleton;
10. First female radio announcer in Castlegar, B.C.

# FREELANCE NARRATION, writing, On-camera and presentation work

1990 – Present *Virtual Receptionist* – Voice-mail and On-Hold services, COHM Technologies. Clients include Rogers - ‘Susan’ - Shopping Channel, PC Financial/Mastercard, Canada Post, Chapters Indigo, Chateau Whistler Resort, National Gallery of Canada plus many more across North America, Bermuda, Barbados and Brazil.

**Voicemail/**

**On Hold**

2019 **E-learning** *Voice Actor* – Retirement Homes Regulatory Authority, *Compliance Assistance Module on Emergency Planning* Bartmart

**Radio PSAs** *Voice Actor / Producer* Toronto and Ottawa African Music Festivals Vocal Dynamo Productions

**Video** *Voice Actor* – Nine explainer Web videos - Elections Canada 2019 Voter Information - General Assembly Productions Centre (G.A.P.C.)

*Voice Actor* – *What is the Canadian Technology Accelerator*? Global Affairs Canada - R&D Creative - G.A.P.C.

*Voice Actor* - *Walking Tour* *for Exhibitors* Canadian Museum of History

*Voice Actor* - *How to Expunge Your Record* - Parole Board of Canada - R&D Creative G.A.P.C.

2018 **Video** *Voice Actor* – 4 videos - CETA - Global Affairs Canada, R & D Creative G.A.P.C.

**TV** *Voice Actor* – 2019 Federal Election Test - Elections Canada – Acart Advertising G.A.P.C.

**Video** *Voice Actor* / *Producer* – Sivic.app Animation Video - Voices.com Vocal Dynamo Productions

**Radio Commercial** – *Voice Actor / Producer* Ottawa African Festival 2018 Vocal Dynamo Productions

**E-learning Video** - *Voice Actor / Producer* – “Firefighter Evaluator Training” Dept. of National Defence

**Presentation** *Presenter* – “Presenting…YOU! For IM Professionals” ARMA 2018 Spring Conference Verney Event Management

**Videos** *Voice Actor* – “One GC” (3 versions) – Treasury Board of Canada G.A.P.C.

2017 **Workshop** *Creator/Facilitator* – ‘Your Voiceover Launch’ Fat Dog Productions

**Presentation** *Presenter* – “Presenting…YOU! For IM Professionals” ARMA 2017 Conference Verney Event Management

**E-learning** *Voice Actor* - Integrated Management System (IMS) 2017 – Transport Canada Fat Dog Productions

**Telephony** *Virtual Receptionist* *–* Airex and Octacom BluArc Communications

**Video** *On-Camera**–* Nurse – Physician-Patient Communication Course - Canadian Medical Protection Association (C.M.P.A.)

2016 **Announcer** Recipient biographies announcer - Prime Minister's Awards for Teaching Excellence - 2017 & 2016

2015 **Telephony** *Virtual Receptionist* - Parry Communications Systems Voices.com

*Virtual Receptionist* - Billet Precision Systems In-house production

**Video** *Voice Actor* – Web video *–* "International Anti-Cartel Day" - Competition Bureau - R&D Creative Bartmart

*Voice Actor* *–* "Stick Mom" *–* Animated video for "Online Mail" & "CRA's Mobile App" - Canada Revenue Agency –

R & D Creative - G.A.P.C.

2014 **Video** *Producer –* Military Personnel Management Capability Transformation (MPMCT) / Guardian Dept. of Nat. Defence

*Voice Actor* *–* Fall 2014 Webinar – *MPMCT: Changing the Way we do Business* DND

*Voice Actor* *–* Four 'callers' with varying accents *–* Service Canada Webvoicer Productions

*Voice Actor* *– “Welcome to Canada”* –Canada Border Services Agency – R&D Creative Bart Mart Productions

2013 **Video** *On-Camera**–* Senior Nurse – “Disruptive Behaviour” C.M.P.A.

**Video** *Narrator –* SAMSCA: Long MOA – Otsuka Canada Pharma. Inc. G.A.P.C.

**E-learning** *Voice Actor* *–* Animated training video – National Defence G.A.P.C.

**Video** *Voice Actor* / Avatar *–* "Online Training" - National Defence G.A.P.C.

2012 **Web Video** *Voice Actor* *– “*How to...for cars” Bart Mart

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**On-camera** *Actor* *–* “Head Nurse Elizabeth” – “*The Dream Team”* C.M.P.A.

**Video** *Voice Actor* *–* 5 “Force One” videos – National Defence Continental Productions

2011 *Voice Actor* *–* “*Strategic Plan 2012-17*” –Algonquin College G.A.P.C.

*Voice Actor* *–* Canada Mortgage and Housing Corporation’s *2011 Mortgage Consumer Survey* Bart Mart

2010 *Voice Actor* *– “Canada’s Creative Economy Capital”* – OCRI G.A.P.C.

**E-learning** *Voice Actor* *– “Welcome to BCD Online Tutorial”* Foreign Affairs and International Trade

**Web Videos** *Voice Actor* *– “Welcome to Canada”* Webvideos for Mexico and Czechoslovakia *–*

Citizenship & Immigration Canada *–* G.A.P.C.

2009 **Video** *Writer –* “*Geomapping for Energy & Minerals: Partnering for Northern Prosperity*” Web video

Natural Resources Canada

**Video** *Actor**–* On-camera – *Canada Post safety training video* Stonehaven Productions

*Voice Actor* *–* “*CODE: Development through Education*” G.A.P.C.

2008 *Voice Actor* – *Jumpstart Program* - The War AmpsWar Amps

2007 **Radio** *Writer / Producer –* “*Spirit & Intent: Aboriginal Treaties*” exhibition PSA Library and Archives Canada

*Voice Actor* – 2 PSA’s – Team Royal Lepage Home & Garden Tour for Chrysalis House Sound Venture

2006 **Video** *Actor –* Off-Camera – Several personas – Training video – Canada Customs Image Tree Studios

2005-06 **Audio** *Voice Actor* – Cassettes for Blind – Tax Forms & Guides – Canada Revenue Agency Sound Venture

**TV** *Voice Actor* – (2) Radio Commercials – Canada Mortgage & Housing Acart Advertising

2004 **Video** *Voice Actor* *–* Training Video – National Bank of Canada Swat Films, Montreal

**TV** *Voice Actor* – 7 Commercials - Beechwood Cemeteries Christine Mercier Productions

*Voice Actor* Web demo – *eAppraisal Healthcare* Halogen Software

*Voice Actor* PSA - TV – The War Amps “*Jumpstart” program* – National War Amps

*Actor* – On-camera - **“**License to Grill” Knight Productions

*Voice Actor* – CD-ROM – Status of Women CanadaReel Impact Video

*Voice Actor* *-* PSA – Learning Disabilities Association of CanadaDelta Media / G.A.P.C.

2003 **PSA** *Voice Actor* - PSA – Radio – The War Amps “*Keytag” program* – National War Amps of Canada

**Web** *Voice Actor* – Web demos – “*eAppraisal & eAppraisal Healthcare Software*” Halogen Software

**TV** *Voice Actor* – Commercial – “*Canada Day in the Capital*” – N.C.C. -CBOT Carleton Productions

2002 **CD-ROM** *Voice Actor* *–* Instructional CD for nurses **-** Soc. of Oby/Gyn. Of Canada Total Creation Productions

**Video** *Voice Actor* *–* Educational Video (30,000 copies) – The Senate of Canada Senate Communications

**TV** *Voice Actor* – PSA – *Ringette* – Canadian Ringette Association Reel Impact Video

2001 **TV** *Voice Actor* *–* PSAs – *Perimenopause & Menopause* **-** Soc. of Oby/Gyn. of Can.-1 Radio / 1 TV Total Creation

*Voice Actor* *- Bali Furniture* - 2 commercials – CJOH & CBC TV Reel Impact Video

*Voice Actor* - Two PSA’s – “*Global Climate Change”* – Volunteer Central Registry - 1 Radio/1 TV G.A. P.C.

1999 **TV** *Writer / Voice Actor* - 2 commercials - Delcom International CBC Television Productions

**CD-ROMs** *Voice Actor* - *Crane Operator Instructions* - Ontario Engineering Society G.A.P.C.

*Voice Actor* **-** *Agri-Can Services* - Agriculture Canada Archaemedia

1998 **TV** *Writer* – Commercial – Boyne, Clarke Lawfirm, CBHT-TV – Halifax

1997 **TV** *Host* *–* Corporate video, on-camera– “*Child Care Council of Ottawa-Carleton*” Bull & Fish Productions

*Voice Actor* *–* Corporate video, off-camera – “Ottawa-Carleton Safety Council” “ “ “

**Corp. Videos** *Voice Actor* –Training video,Dept. of Transport **-** CD Rom, Autoskill, Image Projection Studios

*Voice Actor* – *Introduction to Canadian Exporters’ Awards Presentations* MTR Productions & G.A.P.C.

1995 – 96*Voice Actor* *–* Audiocassette for the Blind Human Resources Development Canada**,** T-Base

1997

W*riter / Narrator*– Corporate videos, off-camera - “*All Events Party Planning*” Reflections Video

**“***The Rideau Canal Skateway: Keep the Love Alive***”** – National Capital Commission (N.C.C.) & The Royal Bank Group &*“Canada Day Family Celebration Contest”*–N.C.C. & Canadian Tire, Theresa Seguin Productions (1995 & 1996 productions)

*Actress* – Commercial *–* on-camera *–* *MacArthur Renovations*, CBOT-TV. Narrated many commercials off-camera for CBOT from 1985 - 1995

1984 – 94 *Host* – Introductory video – on-camera - “*The Meridian Telephone System*”, Bell Northern Research

*Anchor* – Video newsletter - on-camera - *“NucleoNews”*, Atomic Energy, R. Charbonneau Productions

*Presenter* – Industrial video - on-camera - *“Policy of Recognition”* – Treasury Board of Canada, Mainstreet

Productions

*Voice Actor* – Off-camera - Introduction to “*Rest and Relaxation*”. Others include Eastern Breeders, Department of Transport, Canada Parks, Health & Welfare Canada, Official Languages Commission, and many more.

## RADIO *Narrator* – “Romance Novels”, CBC FM – “Ideas” – ACTRA Award winning 3 part series.

2 Radio dramas – CHEZ-FM, one ACTRA Award winning.

*Writer / Broadcaster*  – Wrote, edited and broadcast tape documentaries, including a 13-week series, “To Your Health”, CBC AM Network

1989 – 1990 *Fill-in Announcer* – Host - “The Bert Adkins Show”, “CBO Morning”, “Radio Noon” and “All In A Day”; local FM weather and entertainment inserts; News Reader – “Radio Noon” & “All In A Day”

1984 – 1990 *Traffic Commentator – CBO Radio*

1981 – 1983 *Announcer / Host* – CHIM-FM, Kelowna, B.C.

1979 – 1981 *Announcer / Host –* CKQR- AM, Castlegar, B.C.

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# RELEVANT WORK EXPERIENCE

***Various Communications Positions*** – Federal Government, Ottawa Aug. 07 – Present

***Instructor*** *– “Becoming a Voice Actor” course –* COHM Technology and Fat Dog ProductionsSept. 12 - Present

***Instructor*** *–**“Becoming a Narrator” course**–*Algonquin CollegeSept. 10 – May 12

***Owner*** *–* Vocal Dynamo, Ottawa Oct. 06 - Present

***Sr. Account Manager*** – Itplanit Services Corp., Ottawa (Part-time) Sept. 05 – Jun 07

***Sr. Trainer*** – Iron Horse Security & Investigations, Ottawa (Part-time) Nov. 03 – May 06

***A/Talent Agent*** – First Stage Talent & Casting Agency, Ottawa (On-call, Part-time) Aug. 03 – Dec. 06

***Account Manager*** – Griffin Computer Training & Consulting, Ottawa March 02 – May 02

***Co-op Officer*** – Praxis Training Institute, Ottawa Aug. 00 – June 01

***Account Executive*** ***/ Marketing Coordinator***- Delcom International (A division of TMI), Ottawa Sept. 98 – Apr. 99

***Communications Specialist / Event Coordinator*** *-* by dEsign Consultants, Ottawa Oct. 97 – Dec. 97

***Media Consultant*** - Canadian Institute of Child Health, Ottawa Sept. 94 – Nov. 94

***Media Coordinator* –** Advanced Coronary Treatment (A.C.T.) Foundation, Ottawa Feb. 91 – Aug. 94

***Traffic Commentator*** – CBO Radio, Ottawa May 84 – June 89

***Swing Announcer / Host*** – CHIM-FM, Kelowna, B.C. (Incl. hosting a Classical music show.) Feb. 81 – Nov. 83

***Swing******Announcer / Host*** – CKQR, Castlegar, B.C. (First female radio announcer in Castlegar) Aug. 79 – Feb. 81

**TECHNICAL SKILLS**

1. Radio / TV / print production.
2. End-user – Advanced MS Office 7 / 2003/ 2000 / 97 with Windows XP/95/98/NT 4. Input at 65 WPM. Also, WP 5.1, 6, 7 & 8.
3. Working knowledge of computers, printers, graphics, pictures, logos, photocopiers, E-mail, fax, Internet, voice-mail and scanners with OCR; Broadcast equipment such as control boards, tape machines, VCRs, etc.
4. Database management: MS CRM, Goldmine, Word merges; some Access; Proposal Automation Suite. E-mail list management.

# EDUCATION

**Diploma** Broadcast Communications (Radio) - B.C. Institute of Technology - Burnaby, B.C.

**EXTENDED EDUCATION**

* Project Planning Breakthroughs Priority Management
* Prosci Change Management Certificate AdPro
* Managing Projects with Microsoft Outlook Priority Management
* Plain Language Workshop Transport Canada
* Live, Laugh, Learn Faculty Retreat Algonquin College
* News Release & Media Lines Refresher course Natural Resources Canada
* Strategic Risk Communications Training Health Canada Learning Services
* Working Smart with Microsoft Outlook Priority Management
* Teaching English as a Foreign Language Certificate (TEFL) University of Ottawa
* Certified in First Aid & CPR until 2008 Red Cross
* French as a Second Language Algonquin College
* Advanced MS Word 97 Griffin Computer Training & Consulting
* Certified Instructor / Facilitator / Trainer Langevin Learning Services
* Advanced Instructional Techniques & 25 Ways to Add Excitement to your Training Langevin Learning Services
* Instructional Techniques for New Instructors & 25 Creative Ways to Enhance Training Langevin Learning Services
* Training 101: All the Basics Langevin Learning Services
* The Proposal Automation Suite & The RFP Express Pragmatech Software
* PowerPoint 6 – Levels 1 & 2 PBSC
* Taking Care of Business: Strategies for Identifying, Overcoming and Managing Conflict” Grace Hospital
* French As A Second Language Algonquin College, University of Ottawa
* Public Relations Carleton University
* Portable Video Production (Honours) Carleton University
* Introduction to Television B.C. Institute of Technology

# MEMBERSHIPS / CERTIFICATES / AWARDS/Volunteer

M.C. – Arc-en-ciel Interfashion Show February 2017

M.C. – ‘Mediterranean Melodies’ – Fundraiser for Agudath Israel Synagogue – Wrote script & co-hosted Nov. 2005

Joint Occupational Health and Safety Committee and Employee Satisfaction Committee – Iron Horse Group 2005-06

Volunteer Board Member – Akiva Evening High School 2003-06

Canadian Showcase Chorus - Member - 4-part harmony choir 1997-99

Canadian Public Relations Society (CPRS) – Member 1991-95

Alliance of Canadian Cinema, Television and Radio Artists (A.C.T.RA.) - Member 1984- 91

Grade 8 Piano – Royal Conservatory of Music

Girl’s Hi-Y Award – Gr. 12 – Woodroffe High School, Ottawa