

# JT & Co.

COMMUNICATIONS *and* DESIGN

Julie Tremblay | [julie@jtandco.ca](mailto:julie@jtandco.ca) | 613-791-3102  
6 Queen St, Suite 2, Kapuskasing ON, P5N 2X8

Julie Tremblay & Company (JT&Co) specializes in marketing & communication, design, digital collateral and branding.

**We work together with a single, simple, goal: to create marketing initiatives and ultra-functional, elegant products that hold the user at the centre of the experience.**

JT&Co, established in 2007, is an affiliation composed of freelancers and virtual companies working together to offer you the same services you would find at a fully staffed agency. We are all specialists in our fields, and perhaps more importantly, we love what we do.

Our mission is to give you the very best service and product possible while keeping a balanced family and home life. That means you may hear a baby in the background, a noisy café, or a dog bark, but that is what makes our office space so creative and liberating. It's anywhere we are.

For any messaging to stand out, it is important that they generate an emotion from its recipient.

We take our time to determine the objectives of a campaign in order to establish who is the target audience and what will emotionally trigger this audience.

Plus, we're committed to providing measurable results to our clients and effectiveness is the driving force behind all that we do. All that to say, we're on the ball!

The following are some of the services we offer:

## **Branding Audit, Enhancement and Awareness**

We make sure you know who you are, what makes you special and why people want to pay attention.

## **Graphic Design**

We create marketing content and web designs to support and elevate your brand.

## **Marketing Material**

We produce print ads, infographics, marketing posters and hand-outs, invitations, billboards and more to promote your brand.

## **Advertising**

We conceptualize, write and manage your video and radio productions. We oversee the production team and experts who make it all happen.

## **Social Media Branding and Management**

We oversee your social media channels, your content and the overall strategy.

## **Website Management**

We will bring about the changes needed to your website to ensure your visitors get the trendiest and friendliest user experience.

## **Content Writing and Translations**

We use the right wording for each specific audience we try to reach. In English and in French.

## **Public Relations**

We can represent your organization at different events and advocate on your behalf or simply help you strategize for specific, better engagement.

## **Measurement Tactics**

We set goals to determine a quantifiable method of measuring your return on your investment (ROI) and use platforms to help you achieve your goals.

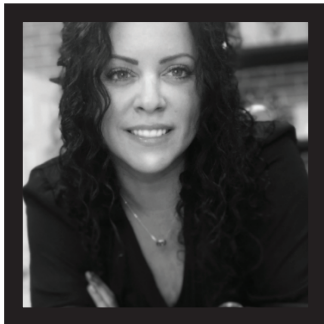
## Hunter Rickard

| Marketing, Management + Coordination

Born and raised in Kapuskasing, Hunter graduated from our very own KDHS in 2016 and opted to pursue her passion for marketing and project management at Cambrian College in Sudbury where she graduated from their 3-year Business Administration program with a focus in marketing. This program, enabled her to spend her mandatory internship working with Julie Tremblay and JT&Co.



Her work with this company allowed her to sharpen her marketing and project management skills. In fact, at the conclusion of her internship, JT&Co. were so impressed with her talent that they opted to hire her as part of their team. Since the onset of her internship with this company, Hunter has developed a strong network of contacts with a number of key community stakeholders including, municipal representatives, local employers, local and regional funding agencies as well as numerous government key players. Her work with these stakeholders, led to her decision to join the town's centennial celebration planning committee to be able to contribute her astute planning and marketing skills to advance the interests of the hometown she has returned to and made her forever home.



## Julie Tremblay

| Direction, Design + Strategy

Julie Tremblay was born and raised in Kapuskasing, a bilingual town in Northern Ontario. She completed her post-secondary education at La Cité Collégiale in Ottawa, Ontario in graphic design which led her to work for an award-winning Internet solution and public relations firm for 7 years. As part of a large organization, her role was not limited strictly to design. Driven by the need to integrate design and user experience, she would always seek to find that perfect balance.

Working for international brands such as Bell, SunLife, Disney, Gatorade, McCain, Yahoo!, Ernst and Young, GlaxoSmithKline and Cingular helped her understand and appreciate the importance of creating value for an audience. Having had the opportunity to take part in training to moderate and facilitate Creative Brainstorming sessions, thus transmitting those skills of creativity, expanding brand possibility and stimulating constructive thinking

In 2007, Julie established JT&Co, a virtual company specializing in website design, application development, digital and print content, collateral creation and communication and branding. Joining the Tug McGraw Foundation in 2004 as a volunteer graphic designer and brand consultant for the board of directors has given her immeasurable experience and an ever-growing client base.

Julie is very active in her community as a volunteer and employer. She is currently the vice-president to the Board of Directors for La Société Économique de l'Ontario (formerly RDÉE Ontario) and part of the national board for RDÉE Canada. She was also part of the organizing committee for the festival de la St-Jean de Kapuskasing with the goal to further develop and celebrate the francophone culture in her home town. She has also given numerous workshops and has taught at the local community collège.

Her search for the perfect branding for her clients makes her a well respected person amongst her colleagues and peers. Her energy and vibrant will to learn makes her a sought-after professional.

## Lori-Ann Duguay

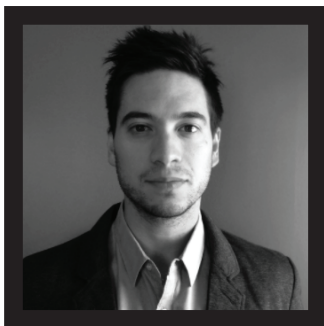
| Grants, Training + Policy Documentation

Lori-Ann Duguay is the Founder and CEO of The People Person: HR Growth Solutions and leads the company with perspective gained from over 20 years of experience in government, human resources, and training working with companies from various industries and sizes. She is a certified Dispute Resolution Practitioner, holds an Advanced Certificate in Alternative Dispute Resolution from the Canadian Institute of Applied Negotiation specializing in Mediation, Negotiation and Conflict Analysis/System Design and is a licensed partner of Wiley's Everything DiSC suite of assessment products. She also detains a B.A. in Humanities from Laurentian Univeristy as well as a Post-Graduate Certificate in Human Resources Management and Labour Relations from Athabasca University.



As Principal Consultant at The People Person, Lori-Ann Duguay specializes in providing no-nonsense HR solutions to Canadian companies/organizations. She is known for hitting the ground running and quickly providing value to her clients – if it doesn't make business sense, it doesn't get on the list!

She is passionate about clarity and accountability and believes that her primary customer is the business and its shareholders, and that HR solutions and decisions should be pragmatic and must make business sense and provide ROI. Lori-Ann has worked with several different companies – both established and entrepreneurial, in various roles all of which have provided her with in-depth knowledge of legislative compliance and business process improvement methods. Her preference is to work with small to medium enterprise companies and apply her strong business acumen as it relates to the HR function. She thrives on helping companies grow their businesses by growing their people!



## Jamie Dallaire

| Technical Development + Marketing

As the former Executive Director of Ontario's Wilderness Region and a transition employee of Northeastern Ontario Tourism, Jaimie brings over 13 years of experience to the team. During his tenure with OWR, he managed day-to-day responsibilities of the organization, was the face of marketing and public relations, developed and maintained all visuals and collateral of the brand.

Through Detail Media, Jamie has had the opportunity to work on several product development initiatives, media campaigns, website developments, and design freelancing.

Though their recent and current high-profile projects, Jamie and his team continue to grow their already extensive portfolio.

Jaimie believes that much of his success can be attributed to having had the opportunity to work with many highly talented clients ranging from public sector organizations to private industry employers.

## Mélanie Prevost

| Copywriting + Translations (French)

Mélanie brings a true awareness of Canadian nuances to words. Her specialization in French Language and Literature and concentration in Gerontology from the University of Ottawa reflect her passion for both language and healthy communities. A strong advocate for the French language, she strives for standardization and excellence in the work she delivers.



Early on in her career, she was a writer at Health Canada, the Canadian International Development Agency (now Global Affairs Canada) and Rideau Hall for Her Excellency the Right Honourable Michaëlle Jean, Governor General and Commander-in-Chief of Canada. She then ran her own shop offering language and education services, and was quickly recruited by TransPerfect, the industry leader in language services and technology solutions, where she spent 11 years bringing a Franco-Ontarian voice to global meetings, thus bridging the company's international practices and the subtleties of a minority situation, with a keen sense of cultural reality. Mélanie thrives on the challenge of finding the perfect words that bring people together.

She recently left her position as Senior Revisor to become the CEO of the library in her native village of Northern Ontario, through which she is also the Francophone Representative on the Ontario Public Library Guidelines Monitoring and Accreditation Council. This part-time position allows her to keep freelancing as a linguist. Her past and current clients include the following : Vice Versa, TransPerfect, Université de Hearst, Collège Boréal, Association of Faculties of Medicine of Canada, AFMC Primer on Population Health, Canadian Physiotherapy Association, Canadian Association for Medical Education, Canadian Post-M.D. Education Registry, IQVIA (formerly Quintiles), ICON, PRA International, Parexel, Sanofi, Bristol-Myers Squibb, Pfizer, Canadian Construction Association, OWL Rafting, Centre de santé communautaire de Timmins, JT&Co, Rayonier Advanced Materials, Nord-Aski Regional Economic Development Corporation, Northeast Community Network.

After many months as an on-the-road translator discovering Canada, she has returned to the North that she calls home, bringing a newfound openness to local language and culture. When she's not translating, Mélanie can be found playing outside. She loves food and cinema almost as much as she loves words!

## Lindsey McCaffrey

| Copywriting + Translations (English)

Brand journalist. Storyteller. Writer. Editor. Content strategist.

For more than 20 years, Lindsey McCaffrey has written, edited and developed premium marketing-communications content for (and about) hundreds of B2B, B2C, government and non-profit clients across a wide range of industries.

Lindsey's mantra is "clarity first, razzle-dazzle second." Specifically, she first focuses on ensuring audiences will understand the subject matter before adding in the small-but-oh-so-significant nuances of persuasive language.

Over two decades, Lindsey has written strategic content for organizations large and small on topics including (but not limited to) innovation, R&D, health care, education and training, business and economic development, public administration and policy, finance and insurance, legal services, gas and utilities, and technology. Some of her more recognizable clients include Royal Canadian Mint, Ultramar, National Research Council, Canadian Blood Services, Bluewater Energy, Commissionaires, Canada Food and Inspection Agency, and ICOR Technology.

In particular, Lindsey specializes in writing web content, case studies, reports, white papers, contributed articles, blogs, speeches and presentations, and award and Call for Speaker applications.

Born in Peterborough, Ontario, Lindsey is now a resident of Ottawa. She holds a Bachelor of Journalism, is a trained journalist, and a recipient of a Gold Quill award from the International Association of Business Communicators. Widely recognized in Ottawa as a go-to resource for smart, strategic content and coaching, Lindsey has been invited to speak at multiple events about effectively using written content to build brands and businesses.

