

## **MARY CASTEL**

With a background in corporate communications, Mary has a keen eye for content and style. As Associate Marketing Manager with the firm, she works closely with the partners and associates leading business development initiatives, media and client relations, and the RFP and proposal process. She frequently advises clients and project teams on how to effectively integrate social media tools into public consultation strategy. Mary manages the Urban Strategies website and social media strategy, develops corporate communications, and is an organized and innovative event planner. Mary is a founding member of “Sustainable USI” task force and the “Tree Keepers”.

### **EDUCATION**

**1997**  
**Bachelor of Arts (Honours),**  
**Queen’s University, Kingston, Ontario**

### **PROFESSIONAL BACKGROUND**

2010 - Associate Marketing Manager  
2005 - 2010 Manager, Marketing & Communications,  
Urban Strategies Inc.  
2003 - 2005 Marketing Director, Halsall Associates  
2002 - 2003 Account Executive, Retention Marketing Systems  
2001 - 2002 Communications Consultant

### **SELECTED PROJECT EXPERIENCE**

2010 Zoning Bylaw Breakfast Presentation management  
2010 Toronto Tall Buildings Guidelines Study press relations  
2009 “We Built this City on Web 2.0” Social Media Week lecture  
coordinator  
2009 “Urban Spaces” Book Content Liaison  
2007 Ministry of Public Infrastructure Renewal, Youth Charrette  
2007 “Team Ontario” Coordination Team for American Planning  
Association Conference  
2007 MIPIM Toronto Delegation Liaison, Cannes, France  
2006 McMaster University, Landscape Design Competition,  
Reception Event Management  
2006 Silvertown Quays Waterfront Award Celebration, London UK  
Event Management

### **PROFESSIONAL ASSOCIATIONS**

2003 - present Member, International Association of  
Business Communicators, Toronto Chapter  
1998 - 2002 Membership Chair and Webmaster  
Professional Services Marketing Association

### **CONTACT**

**T 416 340 9004 x294**  
**F 416 340 8400**  
**mcastel@urbanstrategies.com**  
**www.urbanstrategies.com**

## **CURRICULUM VITAE**