

MARY CASTEL

With a background in corporate communications, Mary brings a keen eye for content and style. As Manager of Marketing and Communications with the firm, she works closely with the partners and associates on business development initiatives, media and client relations, and the proposal process. She manages the Urban Strategies website, develops corporate communications, and is an organized and innovative event planner. Mary is part of the Urban Strategies Sustainable Planning and Design Task force, and is a leader in implementing “green” and socially responsible internal practices for the organization.

EDUCATION

1997

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

PROFESSIONAL BACKGROUND

2005 - Present 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

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,