

Mary Castel

Principal, Business Development and Communications



Mary Castel manages Urban Strategies' business development, corporate communications, digital toolkit and marketing team. She works with teams to develop social media strategies for public and stakeholder engagement, and leads the Urban Strategies Academy, a collaborative employee education program that acts as a knowledge accelerator and cultural incubator. She co-lead the development of Community Compass®, Urban Strategies' proprietary online engagement/survey tool that incorporates sophisticated interactive mapping functions that allows for deep analysis of how community members interact with their environment. She was part of the Queen's University Campus Master Plan team, assisting in integrating a comprehensive suite of social media tools into a public consultation strategy. She has developed similar strategies for the University of Toronto Secondary Plan, Imagine Fredericton, and the Greater Golden Horseshoe Multimodal Study. Compass® has been used on projects for Princeton University, Imagine Fredericton, MyMalton Visioning (Mississauga) and the Realize Troy Comprehensive Plan. She led the communication strategy for the popular Big City Big Ideas public lecture series, developed in conjunction with University of Toronto, and leads the proposal response team for Urban Strategies. Mary manages the Urban Strategies online assets, develops corporate communications, and is an organized and innovative event planner. She is a founding member of the Women's Development Collaborative (an offshoot of the National ULI Meetings), has written for Spacing magazine and is a regular blogger on urban issues.

EDUCATION

1997

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

2013

**Online Strategy &
Personal Branding**
Queen's University
Kingston, ON

PROFESSIONAL ASSOCIATIONS

2003 - Present

**Member, International
Association of Business
Communicators,
Toronto Chapter**

PROFESSIONAL BACKGROUND

2017 -	Principal, Business Development and Communications
2014 - 2017	Senior Associate, Director, Marketing & Communications
2010 - 2014	Associate, Marketing & Communications
2005 - 2010	Manager, Marketing & Communications, Urban Strategies Inc.
2003 - 2005	Marketing Director, Halsall Associates
2002 - 2003	Account Coordinator, Retention Marketing Systems
2001 - 2002	Communications Consultant

SELECTED PROJECT EXPERIENCE

2017, 2018	Urban Land Institute Toronto Symposia Video Development
2016 -	Greater Golden Horseshoe Multimodal Transportation Plan, Online Communications Strategy, Regional Survey, Visioning Sessions
2016	Imagine Fredericton Communications Strategy
2015	Engagement strategy, Back to the River Design Competition, London ON
2015 -	Director, Urban Strategies Academy
2014 -	Community/Campus Compass® Interactive Tool Development
2014 -	Princeton University Campus Master Plan Social Media Strategy
2014 -	University of Ottawa Campus Master Plan Social Media Strategy
2013 -	Imagine Bremner Growth Plan Social Media Strategy, Strathcona County, Alberta
2012 - 2014	Queen's University Campus Plan, Social Media Strategy
2012	Social media strategy for private development, Oakville
2011	25th Anniversary public relations
2011 -	Big City Big Ideas lecture series, Toronto
2010	Social Media / interactive outreach strategy for Mid-Centretown Community Design Plan, Ottawa
2010	Toronto Tall Buildings Guidelines Study press relations
2009	"We Built this City on Web 2.0" Social Media Week lecture 2009 "Urban Spaces" Book Content Liaison
2007	Ministry of Public Infrastructure Renewal, Youth Charrette