

Alexis HUDELLOT, Ph.D

ahudlot@ustpaul.ca

CAREER OBJECTIVE

My practical experience and my theoretical knowledge in the field of mass media (traditional, electronic and social) make me an expert with the tools (qualitative, quantitative and metadata) required for a complex strategic communication campaign. Passionate and highly attentive to details, I am a consummate diplomat, capable of using a vast arsenal of persuasive skills in heterogeneous cultural and ideological environments. My expertise and my abilities include :

- Identifying performance indicators
- Organizing events
- Creating digital strategies
- Creating and analyzing polls
- Using social data mining tools
- A rigorous scientific mindset
- Perseverance and organizational skills
- Short/mid/long term thought and planning
- Excellent pedagogical aptitudes and teamwork

PROFESSIONAL EXPERIENCE

Principal consultant, strategic communications and public relations : Canadian Mental Health Association – Division of Quebec (Montreal), and South Shore 2013-2015

- Evaluation and coordination of all communication resources
- Planification of the Mental health week (2014-2016)
- Member of the board of directors
- Rationalization and optimization of the social networks
- Image building and management

Lecturer, Université du Québec à Montréal 2008-current

- Course « *Médias, politique et société* »
- Course « *Séminaire de synthèse en analyse politique* »
- Course « *Séminaire de synthèse : Médias, politique et société* »
- Evolution of mass media and democratic theory
- Supervision of over 800 undergraduate media analysis papers
- Techniques of measure and analysis of public opinion
- Scientific principles underlying the formation of public opinion
- Quantitative / qualitative approaches to mass media

Lecturer (multiple courses), Saint-Paul University, Ottawa (Ontario) 2006-current

- « *Psycho sociology of mass communication* » (in French and English)
- « *Electronic journalism* » (in French and English)
- « *Interpersonal communication* » (in French and English)
- « *Communication plan* »
- « *Les fausses nouvelles* »
- « *Social communication theories* »
- « *Principles of fake news* » (online)
- Creation of the courses « *Media and conflicts* » and « *Media and ecology* »

- Designed an innovative teaching approach, combining theoretical underpinnings to a real-world application
- Organization of a media acclaimed round table on the theme of ecology in time of global financial crisis

Journalist and researcher, CHAA FM, Longueuil (Québec) 2007

- Copy writing and research for the public affairs program
- News presenter in the morning
- Columnist on various subjects

Host / Producer of the radio program « Les cahiers des 5 pouvoirs », CFAK, Sherbrooke (Québec) 2005

Project manager in international relations, Universidade do Estado da Bahia (Brazil) 2003

- Designed and implemented an international relations conference on the theme « *The future of International relations in an age of preventive war* » in Portuguese
- Participation to conferences in the region (in English, in French and in Portuguese)

Project manager in international relations, Association pour le Développement des Initiatives Citoyennes et Européennes (France) 2001-2002

- Creation of an exchange network between Canadian and French job seekers

STUDIES

Phd. in Political science, Université du Québec à Montréal 2015

The Engineers of Consent : A Political History of Public Relations

- Application of the contextual approach to the field of political communication
- Evolution of large scale strategic communication techniques
- Public relations theory and practice
- Videogames as an instrument of social change
- For two years as V-P of academic affairs at the AECSSP, I was the link between the graduate students and the academic instances

Master's in History, Université de Sherbrooke 2005

Representation of the Sandinista Revolution in Nicaragua through the New York Times Editorial Pages, 1979 – 1990

- Qualitative and quantitative techniques of media analysis

Bachelor's in Political science, Université de Montréal 2001

- Concluded with an internship at the Pearson Peacekeeping Center (PPC) under the tutelage of Jocelyn Coulon.

ADDITIONAL SKILLS

- Bilingual (English/French) and good knowledge of Spanish/Portuguese
- Mac and Windows environments
- Adobe Suite and video editing
- Video games analysis and practice
- Violin