

“Live a life as a monument to your soul.”
- Ayn Rand, *The Fountainhead*



DENIS GEORGES COUPAL
Founder & Principal

MONUMENT INC.:

Since 2004, D.G.Coupal has offered communications services on a freelance basis. The intent was to initiate a personally-operated communications bureau and provide ethical, methodical services to carefully selected clients, in strategic collaborations with like-minded creatives.

SERVICES INCLUDE:

Strategic and business relations consulting, business proposals (public and private bid response expertise), general communications, creative and strategic writing, translation, concept development, image-making (fine art, creative art, illustration) and art direction.

CLIENTS INCLUDE:

BOMBARDIER AEROSPACE
MARC KANDALAFT DESIGN
IDEUM.CA
SAMIR SAMMOUN
GAIA DISK
LOUISE COURTEAU ÉDITRICE
VÉZINA THODE ARCHITECTES

WORK EXAMPLES:

GLENN GOULD, THE SOUNDS OF GENIUS – *Canadian Museum of Civilization*

Special exhibition on the greatest pianist of the 20th Century, opened September 28, 2007. Denis worked in sub-contract to Ideum.ca right from the point of the initial RFP response to the conceptual planning of the visitor experience & general exhibition.

GLENN GOULD, UNIVERSE OF A GENIUS – *Momentum Publishing*

English-to-French translation of an updated and expanded version of the 1988 book of analytical essays, originally compiled by Ghyslaine Guertin, Ph.D., 365 pages. Published by Momentum Publishing, October 2007.

BOMBARDIER AEROSPACE – *Business Aircraft Division, Montreal*

Denis is a regularly commissioned artist for Bombardier Aerospace, creating fine art works, typically unique, large-format oil paintings of their business class jets. The paintings form part of their sales and marketing effort in their relations with their top international clients.

SENIOR ACCOUNT EXECUTIVE

Archex Display Ltd. / exhibit design and fabrication house / 2005 – presently employed

Sales representation and project management of various fabrication works and exhibit installations for clients such as:

- Dell Canada
- Canadian Museum of Nature
- Library of Parliament
- Shure
- Pioneer
- GM Collin
- Velan Valves
- Glaxo Smith Kline

COMMUNICATIONS, SENIOR ACCOUNT EXECUTIVE

Enigma Communications Inc. / public relations & general communications / 2004 - 2005

Project management and client relations for multiple mandates in the fields of law, health care, pharmaceutical and new technology.

- Senior role supporting the VP, Large Business Markets.
- Wrote communications plan for merger of Pouliot Mercure and Miller Thomson LLP, top-ten national law firm.
- English language content writing, copywriting and editing of a wide range of the firm's deliverables, including a variety of print and media ads.
- Coordination and content writing for Teva Neuroscience's Copaxone patient advocate program, including a national advocate speaker program.
- Special strategic and presentation documents.
- New mission and branding for the Canadian Women in Communications Association.
- Coordination of advertising design and media placement.
- Clients include: Bell, Johnson & Johnson, Réseau HEC, Teva Neuroscience.

STRATEGIC WRITER & PLANNER

Design+Communication Inc. / museum planning and thematic exhibit design / 2000 - 2004

Master planning, combined with marketing & business development management.

- Senior role in support of the President and VP, Administration and Management.
- Responsible writing the following winning proposals in national & international competitions, among others:
 - **Smithsonian Institution** - National Museum of the American Indian, Washington DC., Our Lives inaugural exhibit and open quantity contracts.
 - **RCMP National Heritage Centre**, Regina. with Arthur Erickson/Pettick Phillips Partners Architects.
 - **New Science Center of Iowa**, Des Moines.
 - **Grand-Pré National Historic Site of Canada**, Nova Scotia.
 - **Canada Space Agency** - exhibit celebrating 20th anniversary of 1st flight of 1st Canadian astronaut in space.
 - **Science North** - The Remarkable World of Jane Goodall, traveling exhibit.
- Special conceptual design documents and presentations, such as a Visitor Experience Development Study for the Canada Science and Technology Museum.
- Procurement and negotiation, clarification of technical and contractual issues.
- Writing and coordination of contractual documents for projects in value ranging \$80,000 to \$2.5M.

MARKETING MANAGER

Innovations AMK Inc. / coffee-machine manufacturer / 1998 to 2000

Senior role in start-up company in direct support to the President, Alan M. King, inventor of the single-cup coffee brewer and founder of VKI Industries (sold to Van Houtte)

- Oversaw the establishment of administrative offices, plastic injection moulding facility (Negri Bossi equipment from Italy) and coffee roasting and packaging facility (Probat from New Orleans and Germany).
- Responsible for preliminary marketing plan and industry research.
- Obtained grants and subsidies from various sources, such as Ville de Montréal.
- Coordination of product development (in collaboration with ZIBA Design, Portland, Oregon).
- Representation toward clients, partners, service providers and consultants.

DEPARTMENT HEAD, BUILDING INSPECTOR

Town of Hampstead / construction permits and inspection / 1994 to 1998.

Responsible for enforcement of by-laws for construction, renovation, and zoning conformance.

- Assistance to the Director of Public Works, as well as providing support to the Director General.
- Architectural Review & Urban Planning Board coordination.
- Key Liaison with the Town's legal advisors (Hébert Denault) for zoning conformance issues.
- Representation in events regarding zoning policy, such as island-wide cadastral revision.
- Establish new communication protocols, for more efficient services, between internal departments: Fire Dept., Public Safety Dept. and Town Clerk's office.
- Preliminary fiscal analysis for the Town's 1997 urban redevelopment plan.
- Revision program for residential by-laws, and preparation of a variety of documentation such as letters to residents and minutes of meetings.

ARCHITECT, SENIOR INTERN

André Bernard Architect / architectural firm / 1992 to 1994

Professional architectural internship (completed), in direct support to principal architect.

- Project management, design, specifications and construction supervision.
- Main project was expansion of Brome Mississquoi Perkins Hospital, Cowansville, including responsibility for planning obstetrics, radiology, and emergency wards.
- Projects included: a municipal water filtration plant, renovation of a historical bank building, renovation of a downtown Montreal commercial building.
- Commercial and residential projects.

EDUCATION

- Executive Development Course (EDC) - McGill International Executive Institute, 1999.
- Bachelor of Architecture - McGill University, 1992.
- Bachelor of Science - McGill University, 1991.
- Diploma of Collegial Studies, Pure & Applied Sciences - Dawson College, 1987.
- Diploma of Collegial Studies, Creative Arts - Dawson College, 1985.

ADDITIONAL EDUCATION

- Loi 22: Loi sur L'aménagement et l'urbanisme (seminar) - *Université de Montreal*, 1996.
- Advanced MSWord, Excel, PowerPoint courses - John Abbot College Cont. Educ., 1996.
- Studies in English, media & film production (30 credits) - Concordia University, 1986.

AWARDS

- Société générale des industrie culturelle du Québec (SODEC) writing grant for original English language, feature-length dramatic screenplay - 1994.
- Foundation to Underwrite New Drama for Pay Television (FUND) - Roger's Television writing grant for English-language, feature-length dramatic screenplay - 1992.
- Honours for 100% math and calculus grade averages - Dawson College, 1987.

MEMBERSHIPS

- Ordre des architectes du Québec (OAQ, Intern)
- English Language Arts Network of Quebec (ELAN)