

Allison MacKenzie, ABC, MC

Master Communicator 2016



Associate Professor, Mount Royal University, Calgary

Allison applies her experience as a communication professional and her outstanding academic achievements to teach a wide variety of communication and public relations courses to junior and senior students enrolled in the Public Relations Program at Calgary's Mount Royal University. Her resume of courses taught includes Strategic Communication Planning, Public Relations Management, Applied Writing I and II, as well as Media, Culture and Communication and Interpersonal Communication. Allison's primary teaching pedagogy incorporates community service learning whereby she pairs senior students with local nonprofit agencies to plan and implement strategic public relations and communication projects. Outside the classroom, she serves as an executive member of the Faculty Association and as a member of numerous other administrative and leadership committees.

Prior to joining Mount Royal University, Allison enjoyed a progressively responsible career as a business communicator working with clients and organizations from the legal, not for profit, government and corporate sectors. Her extensive experience includes service in leadership positions at the University of Calgary, United Way of Calgary and Area, McLeod Dixon LLP, The Law Society of Alberta, The City of Edmonton and the Edmonton Police Service.

Throughout her career, Allison has volunteered extensively within her local community, IABC and Calgary's not for profit community, serving in numerous capacities. She currently serves as Past Chair of the IABC Academy and is a Past President of IABC/Calgary.

In her spare time, Allison enjoys playing outside with her friends and adult children and two grandsons. As a lifelong athlete, her personal passions include downhill skiing, hiking, boating and travelling, although she also enjoys her daily walks along Calgary's urban trails with Rosie, the wonder Doodle.