

## KEY SKILLS

- **Online Living** – the majority of my everyday experience is documented online – from my Twitter stream to my self-managed website. If it can be done online – from ordering dinner to tracking project milestones – I will do it that way.
- **Communications** – skilled writer, offering clear, succinct descriptions, resulting in detailed and easy-to-follow business and marketing plans. Graphic design experience in creating marketing materials. Recognized by instructors and peers for excellent presentation skills.

## EXPERIENCE

### St. George's School

*Communications Officer* • July 2009 – Present

- Maintained the entire school website, including adding new pages, changes to existing material, and new content development.
- Stewarded the transition of the existing website to a new Content Management System
- Designed a concept for a new school website, which launched in October 2010 and has recently been nominated for the Council for Advancement and Support of Education (CASE) Circle of Excellence awards.
- Developed a Social Media strategy, including plans for livestreaming of school events, a significant blog presence, and Twitter and Facebook accounts, allowing the school community to be more involved in the events at the school on a daily basis, and to communicate with the school on a two-way basis.

### iZ Technology Corporation

*Marketing Coordinator* • May 2008 – February 2009

- Responsible for the entire marketing process including budgeting, product launch planning, advertisement design (Photoshop and Flash), media buying, tradeshow planning (including the initial budget, booth design, shipping coordination, media events, and lead management after the event), website maintenance and copywriting (PHP and Dreamweaver), press releases, and media review coordination.

### Genesis Vizeum

*Media Buying Intern* • March 2008 – May 2008

- Fulfilled all the duties of a Junior Media Buyer including print, radio, and television booking, contract checking, and media option research and recommendations.

### Rowing British Columbia

*Communications / Event Management* • June 2007 – February 2008

- Developed Marketing Communications plan, including recommendations on advertising, publicity, and a visual identity re-branding.
- Acted as Media Liaison for the 2007 Canadian Open Masters Rowing Championships. The event attracted over 500 athletes, and gathered press attention locally, nationally, and internationally.

## **King-Reed Investigations Canada**

### ***Undercover Retail Investigator*** • 2005

- Performed the duties of a typical retail employee in a variety of settings while maintaining detailed notes for the purpose of filing daily reports.
- Detected and monitored employee activities, physical internal and external theft, time fraud, adherence to company policies, health and safety, and employee morale for reports to the national office of the client companies.

## **Versus Business Forms & Labels**

### ***Account Representative*** • 2003 – 2005

- Built a list of potential clients within my territory and visited them during cold sales calls. Suggested solutions to clients' needs as well as add-on products to maximize sales.

## **Indigo Books & More**

### ***Regional Music Specialist – Eastern Ontario & Atlantic Canada*** • 1999 - 2003

- Created of a 'recommended listening' list complete with detailed commentary on each selection to improve staff product knowledge.
- Evaluated the sales potential of approximately 150 new release titles each week and placed orders within the deadlines and budgets accordingly.
- Ordered all regular stock items, while maintaining a reasonable stock level, using reports based on sales histories, stock turns, and inventory carrying costs.
- Drove sales and promotions in six company stores using methods developed in the local store.
- Suggested a significant improvement to the corporate website, which was adopted and has since been imitated by other online retailers.

## **EDUCATION**

### **British Columbia Institute of Technology**

#### ***Diploma of Technology – Marketing Communications*** • Graduation: 2008

- Curriculum included courses in Advertising Design, Public Relations, Sales Promotion, Database Strategies, Media Planning, E-Marketing, Website Design, and Direct Response Marketing.
- Coursework included marketing plan development for companies including Sony and Nature's Path, as well as a complete marketing campaign for the Heart & Stroke Foundation.

### **St. Lawrence College (Kingston, ON)**

#### ***Business Administration (Marketing)*** • Courses: September 2005 – May 2006

- Presented with the Dean's Award for an overall average of 94%.

## **VOLUNTEER**

- Serve as Vice-President on the Strata Council, after election by other owners within the Condominium development.
- Currently working with Gracepoint Community Church on a variety of communication vehicles, as well as technical direction for large-scale events.