



CHRISTINA COUTU

Professor, Project Manager, Community Mobilizer, Entrepreneur, Leader, and Doctoral Candidate

PROFILE

- ✓ Proven project management, marketing, sales, finance, customer service, governance, management, human resources, and public relations skills
- ✓ Experienced facilitator and teacher with strong curriculum development abilities
- ✓ Exceptional leader with a team focus, public speaking, negotiation, and conflict-resolution abilities
- ✓ Strong event manager, planner, and coordinator
- ✓ Superior verbal and written communication skills and interpersonal skills
- ✓ Experienced in Microsoft Office Suite, Learning Management Systems, budgeting, sales forecasting, financial planning, event planning, and inventory control
- ✓ Leader, problem solver, detail-oriented, excellent communicator, and collaborator
- ✓ Successfully generated over \$2 million in grant funding for the Centre for Social Justice and Good Works

EDUCATION

- Doctoral Candidate – Doctor of Education, Edgewood University (Dissertation defense September 2026)
- Executive MBA – University of Fredericton, 2022
- Agile Project Management (ACP-PMI) certified
- Project Management Professional (PMP) certified
- Adult Educator Certificate – Sault College (online), August 2019
- Project Management Certificate, Distinction – Sault College (online), 2016
- Business Administration, Marketing, Bachelor of Science, minor marketing – Lake Superior State University, 2006
- Regression Therapy practitioner, Weiss Institute, 2017 & 2018
- Business Diploma, Sault College, 2003
- Certified Coach Practitioner, Certified Coaches Federation, 2007

WORK EXPERIENCE

Full-time Professor, Business Programs

Sault College, Sept. 2019-present

Courses such as Organizational Behaviour, Project Management, Agile Project Management, Global Business Management, Corporate Responsibility, Entrepreneurship Leadership, Business, Professional Development, Professional Selling, Emotional Intelligence, Human Resources, Global Value Chain, Ethics, Communications, and more. Additional responsibilities include curriculum development for online, Hy-flex and face-to-face instruction, special projects, and recruitment.

PTC Faculty, Community Economic Social Development, Project Management, and Sociology

Algoma University, 2022 to present

Site Manager & Owner, Phillips Bay Resort (Seasonal Tourist Resort)

NAC Inc., May 2020-present

Phillips Bay Resort includes 160 acres of beautiful Northern Ontario wilderness, with 1900 feet of waterfrontage. There are 16 cabins and 15 RV sites. Responsible for employee and customer management.

CONTACT

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TRAINING & CERTIFICATES

- ACP-PMI Certified (Project Management Institute)
- PMP Certified (Project Management Institute)
- Mastery of Self, Don Miguel Ruiz Jr, Professional Development Training (2019)
- Courageous Conversations for Women, Professional Development Training, Omega Institute (2019)
- Radial Aliveness, Ann Bradney Institute, Professional Development Training (2018)
- Regression Therapy Certification, Weiss Institute (2017, 2018)
- Communication with Spirit, James Van Praagh Institute, Professional Development Training (2017)
- WHMIS & Accessibility training (2014)
- RRSP & TFSA training (2012)
- Certified Coach Practitioner, Certified Coaches Federation (2008)
- Person-to-Person Disability Training (2008)
- Employment Outcomes Professional Training (2008)
- Personality Dimensions Facilitator Certification (2007)
- Health and Safety Training, WHMIS
- Up With People Cast Member (2000)

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WORK EXPERIENCE

Executive Director

Centre for Social Justice and Good Works (CSJGW), Aug. 2015-Oct. 2019

The Centre creates positive change together by implementing projects and training that address social issues faced by the community. As the executive director at the Centre for Social Justice and Good Works, some duties include;

- Creation, implementation and facilitation of training programs focusing on entrepreneurship and leadership skills.
- Successfully implemented and achieved five-year business objectives in under three years.
- Creation and implementation of *Project Entrepreneurship*, a social enterprise entrepreneurship training program.
- Started *Sweet Change Chocolate Company* – a social enterprise owned and operated by the CSJGW.
- Creation of Centre's strategic direction; Organized opening and start-up of the CSJGW, a non-profit organization. Responsible and accountable for cost and procurement, planning, scheduling, communications, operations, risk management and quality of projects and programs.
- Successfully generated over \$2 million in grant funding and income generation for the CSJGW
- Direct and manage staff and volunteers for the successful implementation of training programs, as well as a children's recreation program with registrations exceeding 200.
- Manager of Centre operations, financials, maintenance of stakeholder relations, and partnership building.

Job Coach

Sault Community Career Centre, Jan. 2015-Aug. 2015

- Assisted clients on an individual level by addressing barriers to employment and developing action plans that identify goals.
- job maintenance issues and describes short-term and long-term goals of working.
- Assisted with training, problem solving, development and implementation of outreach plans, and provided coaching to clients, employers and job developers. Primarily focused on clients with unique obstacles to employment.

Project Manager, Smart Energy

Sault Ste. Marie Innovation Centre, Nov. 2013-Nov. 2014

- Managed the execution of tasks and ensured milestones were being met.
- Maintained accurate financial records, tracked disbursements, and sponsorship funds.
- Monitored risk, created a risk management plan and procedure, and executed funding deliverables within scope, timelines and budget.
- Assisted with calling campaign, marketing promotions and public relation activities to promote local energy initiatives.

VOLUNTEER EXPERIENCE

- Community Development Advisory Committee, Municipality of Huron Shores (2024 – Present)
- Big Basswood Lake Association, Board member (2024 – Present)
- Treasurer, Board of Directors – Sault Ste. Marie Chamber of Commerce (2018 – 2019)
- Director, Board of Directors – Sault Ste. Marie Chamber of Commerce (2016 – 2018)
- Director, Board of Directors – Fringe Festival, Sault Ste. Marie (2018)
- Guest Co-host, *Tim and LouAnn in the Mornings* SaultOnline
- Pitches for Possibilities – Event organizer – raised \$3,500 for 2018 United Way campaign
- Musician – local events
- Vocal Mentor – City of Sault Ste. Marie, Soo Sings for Kids (2013, 2014, 2015, 2017)
- Territory Representative – The Bride Project (2014 – 2016)
- Private Youth Academic Tutor (2000 – present)
- Mentor Coordinator, Soo Sings for Kids (2013 – 2015)
- United Way volunteer (2004 – present)
- United Way – Various events and functions over the years

WORK EXPERIENCE

Project Manager, Naturallia 2013

Sault Ste. Marie Innovation Centre, July 2013-Nov. 2013

- Instrumental in developing new client relations and partnerships.
- Identify the project scope and work with various stakeholders and the planning committee to meet deliverables. Develop, own, and maintain the master timing plan for the project.
- Directed marketing initiatives for the department, including the conference marketing plan and website, as well as the award-winning Sault Ste. Marie Energy Innovation Hub branding, which included production of a promotional video, website, and print media.
- Facilitate communication between committees, community partners, and industry leaders.
- Responsible for attracting sponsorship dollars for the conference.
- Planned, initiated, executed, and closed various business deals for the award-winning conference.
- Creation, maintenance, and creative direction of all marketing and print materials for the energy department.

Banking Consultant

Manulife Bank, Nov. 2009-Mar. 2013

Reporting to the Director of Sales, managed regional sales, customer support, and account management.

- Business development for the region; Developed a consumer client base to facilitate the direct promotion and education of the Bank's suite of products. This was done through prospecting, fact-finding, presenting solutions, client relations, and servicing.
- Assisted Manulife Bank & Trust in the promotion and sale of new lending and deposit products and special initiatives through phone calls, electronic and direct mail, and face-to-face presentations.
- Was responsible for the sale of Manulife Bank's suite of banking solutions to the clients of interested advisors.
- Created marketing initiatives and promotions to increase referrals among Financial Advisors.
- Provided management and logistical tasks for client files; Negotiation and file administration.

Job Developer & Employment Consultant

Sault College, Feb. 2009-Oct. 2009

Marketing Outreach Officer

Sault College, Aug. 2007-Feb. 2009

Recruitment Officer

Sault College. Nov. 2006-June 2007

Project Coordinator - Algoma Workforce Investment Corporation (AWIC)

Sault College, Oct. 2005-Nov. 2006

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