

"A NATURAL LEADER WHO CONSISTENTLY CARRIES OUT STRATEGIC THINKING AND PROBLEM SOLVING"

CORE PRINCIPLES



VISION

I welcome opportunities to work with teams that run on clear communication and passion for the work they deliver.



MISSION

I align myself with companies I believe in and where I can create positive change.



VALUES

I am always looking to learn more.
I'm ambitious and determined to providing commitment with each new challenge.
Confident I will bring openness, professionalism and adaptability to your team.

BEST PRACTICES & SKILL SETS

- Creativity and flexibility to problem solve, adapt to new situations and think effectively on my feet.
- Strong written and verbal communication skills, self awareness and accountability.
- Experience working independently and in a team environment.
- Strength in time management, detail oriented with the ability to multi-task and work well in a fast-paced, deadline driven environment.
- Experience collaborating and liaising across multi-functional teams such as media partners, industry partners, volunteers, sponsors, donors.
- Comfortable leading workshops, seminars, public forums, speaking engagements and presentations to a wide variety of audiences.
- French Immersion Bilingual Certificate with the ability to communicate fluently in French.

EXTENSIVE KNOWLEDGE OF THE FOLLOWING COMPUTER PROGRAMS:



MARKETING, COMMUNICATIONS & PROJECT MANAGEMENT EXPERIENCE

KELLER WILLIAMS - LAROSE REAL ESTATE TEAM - MARKETING DIRECTOR – OCTOBER 2020-CURRENT

- Responsible for establishing, promoting and maintaining the company's brand to generate business.
- Creation/execution of a successful content marketing calendar/plan - developing ideas and tactics that communicate the team's core brand message.
- Develop and Coordinate all communications, promotional activities to support the brand and marketing strategy (this includes creation, production and distribution of print materials such as brochures, ads, online marketing, and social media).
- Staying informed about marketing trends and industry changes in order to develop platform to be competitive and leading edge.
- Manage and develop all content via digital channels including website, all social media platforms, email, landing pages, Facebook groups.
- Daily use of following apps n platforms: Adobe Suite (InDesign, Photoshop), Web (squarespace, Flipping book, Basic understanding of HTML coding), Social Media Platforms (FB, Insta, LinkedIn, YouTube, Vimeo), Content creation (MOJO, PLANN, Hootsuite), E-Blast development (BOMB-BOMB).
- Build and manage subscriber database (CRM), customer communications and email campaigns to drive increased engagement and inbound interest.
- Test new advertising channels, report on objectives and key results, and allocate advertising dollars towards the most productive initiatives.
- Channel feedback from sales and customers to ensure team messaging is accurate and effective.
- Manage and create all advertising outputs - Newsletter and editorials, online marketing, flyers, newsletters and feature sheets.
- Assess the market presence and make recommendations on changes accordingly.



CMHA PEEL DUFFERIN BRANCH, COMMUNICATIONS TEAM, RESOURCE DEVELOPMENT COORDINATOR – SEPTEMBER 2018-SEPTEMBER 2020

- Planning, scheduling and content development on CMHA's social media channels (Facebook, Twitter, LinkedIn and Instagram) for various yearly campaigns i.e. Bell Let's Talk, Mental Health Week, Holiday Giving, 2019 Ride Don't Hide - Bike Show, Rider/Volunteer Recruitment, Sponsorship Recognition.
- Content development for CMHA's website, Staff, Client & Volunteer Newsletters, UnitedWay Communications, Bell Let's Talk Steelheads Event Press Release and 2018/2019 CMHA Annual Report.
- Developed written and digital materials (bulletins, pamphlets, posters and marketing materials) for 2019 Ride Don't Hide.
- Managed event logistics for the 2019 Ride Don't Hide event including planning, signage development, communication pieces, sponsorship recruitment, volunteer management, rider recruitment, liaising with CMHA Ontario/National offices, steering/leading volunteer committee.
- Lead the planning and execution of various events including: Talk Today/Bell Let's Talk event, Mental Health Week Initiatives, Steelheads Game, Bike Show, Bike 2 Work Day (Brampton), Caledon OPP Event, Mississauga Marathon, U of T Event, J&J Wellness expo.
- Stewarded relationships with community donors in support of various 2018/2019 Third Party Fundraising Events.
- Article research and content development for Community Paper articles i.e. Rexdale Regionalization Article, Blue Monday Article.
- Creative design of community paper Ads.

CMHA PEEL DUFFERIN BRANCH, CRISIS TEAM, PROGRAM ASSISTANT (CONTRACT POSITION) – MARCH 2018-NOVEMBER 2018

- Review and reporting on various program procedures and initiatives in order to improve and develop current program best practices.
- Acting as a liaison between the Program Manager, Crisis Team Members, and various cross functional teams across the CMHA Organization.
- Detail oriented while working on simultaneous initiatives in a fast pace crisis team environment.
- Managing various administrative functions such as team schedules, payroll, logistics and expenses to support the Crisis Team.
- Continued familiarity with the CMHA organizations revisions to policies & procedures in order to support and carry out office procedures that support the mission, vision and values of the CMHA Peel Dufferin Branch.
- Re-design of Crisis Team Client Assessment.

LCBO, SENIOR PLANNER, MARKETING & CUSTOMER INSIGHTS, HEAD OFFICE – 2012- MARCH 2018

- Developing and maintaining project plans, project briefs (strategies and tactics), critical paths and project documentation.
- Measuring, reporting and presenting on best practices for various marketing programs.
- Strategic planning of various marketing projects and initiatives from concept and development to implementation.
- Planning, tracking and reporting on budget activity for various Marketing & Customer Insights accounts.
- Research to gain knowledge on various Marketing initiatives, in-order to liaise between store staff, vendors, media partners, industry partners, colleagues and senior management team.

LCBO, COORDINATOR, MARKETING & CUSTOMER INSIGHTS, HEAD OFFICE – 2008-2012

- Developing and maintaining critical paths of various initiatives for the fiscal year.
- Coordination of various marketing projects from creative concept and development, to in-store implementation for on-going simultaneous projects including: In-store signage, event signage, Health & Safety initiatives and in-store 'test' initiatives.
- Tracking and reporting on budget activity for all Marketing & Customer Insights accounts.
- Project coordination of specialty stores. Managing theme & product selections, sourcing photography, image rights, signage development, maintaining vendor (i.e. copywriters, photography, printers) relationships, distribution & production spreadsheet completion, issuing work estimates and managing communication between Head Office & Store Managers, collecting and reporting on-going feedback on new store development.

PROMOTIONS & PR EXPERIENCE

SPC CARD, PROMOTIONS, PARTNERSHIPS & PR COORDINATOR – 2002-2007

- Recruitment of new clients / media partners (print, radio and television) to build and obtain long-term relationships.
- Development of media/press releases to strengthen company brand and product awareness.
- Research of market trends to implement student targeted initiatives in schools, retail, Online and in the entertainment Industry.
- Development, implementation, measurement and reporting of national coverage of field marketing initiatives.



EVENT MANAGEMENT EXPERIENCE

CANADIAN CANCER SOCIETY: BRAMPTON/CALEDON/GEORGETOWN/DUFFERIN COUNTY, FUNDRAISING COORDINATOR – 2008

- Managing overall plans, logistics, time lines, staff and volunteer coordination for unit initiatives.
- Responsible for coordinating strategies to improve unit awareness, event attendance, sponsorship and volunteer recruitment.

MS SOCIETY OF CANADA, ONTARIO DIVISION: BELLEVILLE, COBOURG-PORT HOPE, KAWARTHA LAKES & PETERBOROUGH REGION 2008 SUPER CITY WALKS FOR MS, WALK COORDINATOR – 2007-2008

- Managing overall WALK plans, logistics, time lines, staff and volunteer coordination.
- Responsible for coordinating strategies to improve event awareness, attendance, sponsorship, team recruitment and fundraising initiatives.

CANADIAN BREAST CANCER FOUNDATION, ONTARIO CHAPTER: HAMILTON/BURLINGTON/OAKVILLE & NIAGARA REGION CIBC RUN FOR THE CURE, RUN COORDINATOR – 2007

- Managing time lines, event logistics, records, sponsors, suppliers, key account profiles, media & sponsorship relationships.
- New team recruitment, recognition and retention, strengthened long-term relationships.
- Worked in partnership with the volunteer committees to support local top fundraiser, stewardship activities and team development.

EVENT COORDINATION

- On-Site Wedding Coordinator - Freelance (2010)
- Niagara College Foundation Seafood Gala: Niagara Fallsview Casino - Volunteer Coordinator (2006)
- Grimsby Santa Clause Parade - Assistant Coordinator (2005 & 2006)
- Toronto Star Golf & Travel Show: Metro Toronto Convention Centre - Assistant Coordinator (2006)
- Niagara College Student, Faculty & Alumni Gala: SAC Celebration Fundraiser - Event Co-Chair (2006)
- Softball Tournament: Swing into Spring Fundraiser - Team Recruitment & Registration / Volunteer Coordination (2006)
- Many Hands Project: Renovation of Women's Resource Centre Fundraiser - Fundraising Event Committee Member (2006)
- Niagara College Foundation: Trivia Pursuit Party Fundraiser - Assistant Coordinator (2005)
- Credit Valley Hospital Volunteer Department AGM & Gala - Assistant Coordinator (2005)

EDUCATION

Event Management Post Graduate Program – Niagara College Canada (2005-2006)

Visual Merchandising Arts Diploma – Sheridan College (2003-2005)

Dramatic Arts & OSSD Certificate & French Immersion Bilingual Certificate – Cawthra Park Secondary School (1996-2001)

ADDITIONAL WORK EXPERIENCE

- LCBO Freelance Regional Visual Merchandiser (2008-2010)
- MMD Events (2004-2006)
- Mosaic Sales Solutions Canada (2005)
- The Fairmont Algonquin: New Brunswick (2004)
- Red Lobster (2003)
- Smitty's Family Restaurant (2003)
- Shoppers Drug Mart (2003-2004)
- The Body Shop (2000-2002)
- City of Mississauga Summer Camps (1999-2002)
- McDonald's (1998-2000)

VOLUNTEER & ADVOCACY EXPERIENCE

- Co-Chair of Trillium Health Partners Mental Health PFAC Committee (2017-Current)
- PFAC Advisor on Trillium Health Partners: MH Clinical Program Committee (2017-Current), MH Quality Program Committee (2017-Current), Hospital's Corporate Committee (2018-2019), Medical Psychiatry Alliance: Continuing Education MP3C module (2017), Accreditation Committee (2017)
- Credit Valley Hospital: Volunteer Department Fundraising Event (2005, 2011, 2017)
- MS Society Mississauga Chapter Trivia Night (2007-2011)
- Bereaved Families Loving Memory Tree (2003, 2004, 2006)

