

PROFILE

A dedicated professional featuring technical and creative strengths with over 5 years progressive experience in Program / Project Coordination, Administration, Web Development and Content Management. Proficient in creating content and using digital and social media to attract, engage and retain an audience. Superior time management, organizational and analytical skills ensure the successful planning, administering and managing of projects and operations. Self-motivated, able to initiate responsibilities as well as a dedicated team player, committed to providing high-quality support and excellent problem-solving talents.

SKILLS AND QUALIFICATIONS

- ❖ Web development / maintenance using authoring and scripting languages and content creation and management tools (CMS)
- ❖ HTML, CSS, jQuery, JavaScript, PHP, WordPress
- ❖ Social Media Strategist: (Facebook, Instagram, LinkedIn, Twitter, Blogs)
- ❖ Search engine optimization / marketing (SEO, SEM); Google Analytics / AdWords
- ❖ Web content research, writing, editing, publishing: articles, forms, flipbooks, e-marketing materials
- ❖ Proficient in Microsoft Office (Word, Excel, Outlook, OneNote, PowerPoint, Project, Publisher) and Macintosh iWork (Pages, Keynote, Numbers)
- ❖ Working knowledge of Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- ❖ Obtained Project Management Certificate – University of Toronto, 2012
- ❖ Recognized for Excellence in Customer Service; achieved a 98% client satisfaction rating over 7 years

PROFESSIONAL DEVELOPMENT

Web Master Program: HTML, CSS, JavaScript, WordPress, analytics, SEO, graphic design	The YMC	2015 – Present
Computer Science 101	Stanford University	2014-2015
HTML5, CSS3, jQuery for JavaScript, WordPress, Responsive Web Design	Ladies Learning Code	2015
Web Development, User Experience (UX) Design, Intro to Mobile Development (Xcode)	Bitmaker Labs	2015
Client Service: Striving for Excellence	Toronto Hostels Training Centre	2014
SMART Technologies Training	Scientists in School	2014
Photoshop I and II; Website Design I and II	Digital Design Studio / Digital Innovation Hub, TPL	2012, 2015

EMPLOYMENT HISTORY**Workshop Coordinator – Scientists in School**

2008 – Present

- Effectively plan, develop and present successful education workshops, including research and revision to meet needs of individuals, leading to multiple requests for repeat workshops
- Coordinate all workshop scheduling and delivery and maintain accurate records, managing the on-line database, keeping managers and staff informed, increasing communications and knowledge transfer
- Direct point of contact for clients with respect to scheduling, providing logistics and follow up, respond to all inquiries and issues in a timely and efficient manner, resulting in a 98% client satisfaction rating
- Prepare, maintain and update workshop materials, considering client feedback to keep content relevant
- Streamlined operations and improved service by developing an effective records management system

Website / Content Manager – Voyageur Quest*contract 2015*

- Manage website content, including developing, editing and uploading content, updating and generation hyperlinks, graphics and widgets, allowing clients to easily locate information and increasing sales
- Maintain database (Checkfront) including invoices, calendar and scheduling, enabling effectual operations
- Monitor and revise social media status (Facebook, Twitter, Blog), enhancing outreach and views
- Create and distribute e-news, including tracking and adding new client lists with Campaign Monitor

Program and Engagement Coordinator – Summerhill

2007 – 2011

- Conducted consumer engagement campaigns aimed at market transformation, resulting in measureable increases to monetary savings, achievement of conservation targets and increased awareness of issues
- Managed staff as in-field Team Lead, training on procedures, delegating duties, resolving conflicts, answering inquiries, ensuring health and safety and escalating issues, as necessary
- Coordinated program activities by organizing records, updating multi-user databases and generating accurate reports that dramatically enhanced communications and improved program delivery
- Enforced program quality and customer service standards by analyzing and resolving issues, judiciously correcting program delivery problems, resulting in improved client satisfaction and faster turnaround time

Project Coordinator – SNC Lavalin, Inc.

2004 – 2006

- Defined scope of project in collaboration with senior management and wrote client proposals and contracts that consistently satisfied or exceeded expectations
- Created detailed work plans, task lists and schedules, assigning staff to carry out objectives that effectively utilized and allocated resources, resulting in adherence to timelines and goals continually achieved
- Wrote progress and final reports for management and clients in a timely manner, including research, results interpretation and distribution, which kept stakeholders informed and fulfilled government regulations

VOLUNTEER / OTHER EXPERIENCE

Program Coordinator / Office Administrator – Ontario Native Alliance

- Connected people with community partners and developed resources to address needs
- Prepared funder progress reports, fulfilling requirements, leading to repeat funding
- Maintained / updated website

Program Intern – Tip of the Mitt Watershed Council

- Devised and implemented research and restoration projects including planning and design and organizing field staff and co-op students
- Employed communications strategies and educated and engaged the public

Research Assistant – Wildlands League

- Lead researcher for conservation programs
- Strategized on marketing and implementation of campaigns
- Researched and wrote articles, newsletters and factsheets for web and print

Project Coordinator – Ontario Streams

- Prepared funding proposals for grants - one submission was approved from only 21 granted across Canada
- Managed programs and coordinated volunteers and youth at risk participants in a Second Chance Program

EDUCATION

Project Management Certificate – University of Toronto: *Averaged 90%*

Post-Graduate Diploma: Ecosystem Restoration – Niagara College: *Placed on President's Honour Roll for achieving above 90% average in every term*

Honours Bachelor of Science (Hon. B.Sc.) – University of Toronto