

# NADEGE OUBDA

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## BUSINESS ADVISOR

Work as a top-performing business advisor to provide business development and substantial growth technics in today's highly competitive world. Strong expertise in cross-communications as well as leveraging existing networks, and proactively establishing key relationships to accomplish objectives and ensure business growth.

### AREAS OF EXPERTISE

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- Bilingual: French and English
  - Market Analysis
  - Competitive Intelligence
  - Business and Marketing Plans
  - New Business Development
  - Negotiations
  - Budgets/ Forecasting
  - Workshops/ Training
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## PROFESSIONAL EXPERIENCE

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### CDENE, HALIFAX,

2011 – 2014

#### BUSINESS ADVISOR FOR FRENCH IMMIGRANTS

A proactive advisor charged with counseling potential business entrepreneurs one-on-one. Communicate and gather information from clients to analyze and establish resources for market research. Use current tools and competitive market analysis to create business plans. Organize networking events to connect new and experienced French entrepreneurs. Develop and maintain effective communication with key organizations working in the immigration field and multiple business platforms.

- Educate and mentor entrepreneurs to improve knowledge on current climates
- Develop and conduct workshops providing growth techniques
- Prepare funding applications and perform strict budget management

### OFFICE MANAGER

2011 – 2012

Office manager recruited to organize office operations and procedures enhancing company objectives. Maintain and improve office efficiency by planning and implementing office systems, layouts, and equipment procurement. Controlled and generated both internal and external correspondence, as well as reviewed special reports. Planned and organized several networking events hosted by CDÉNÉ.

- Design and implemented improvements to current filing systems, increasing productivity.
- Update organizational membership.

### ASSOCIATION DE LA PRESSE FRANCOPHONE, OTTAWA, ON

2009

#### PROJECT COORDINATOR

Essential representative tasked to promote la Fondation Donatien Frémont, a Foundation set up to encourage and reward students in journalism and communication. Receive and revise applications to make sure they meet all requirements.

- Create a booklet with all applicants information for the committee
  - Generate final decisions letters for all applicants based on criteria and protocols
  - Help with administrative tasks and participated in organizing APF's annual meeting
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## **PROFESSIONAL EXPERIENCE CONTINUED**

**SPIKE RIDER, MONTPELLIER, FRANCE**

2007

### **SALES REPRESENTATIVE**

An essential sales representative who recorded products and services orders from clients. Arrange contract, payment, and delivery details ensuring the best customer service. Answer client enquiries, proactively resolve complaints and arrange service of faulty goods.

- Keep accurate sales records and predicted future market trends
- Research and contacted potential clients and developed sales ideas attracting clientele and promoting growth

## **EDUCATION & CERTIFICATES**

Master of Business, Entrepreneurship and Technology Candidate, University of Waterloo

Bachelor of Business Administration, University of Sainte Anne, Church Point, NS

Certificate in Managing Projects, Tasks and Deadlines Effectively, Canadian Training Resources, Halifax, NS

Certificate in Financial Management, Sobey School of Business, Saint Mary's University, Halifax, NS

Certificate in Human Resources Management, Services en Affaires et Entrepreneuriat, Church Point, NS

## **AWARDS & DISTINCTIONS**

- RBC, award for outstanding student in Business Administration Université Sainte - Anne, Church Point, Nova Scotia
- Created and implemented an International Students Association at Université Sainte-Anne
- Vice president at Social activities (Organized activities to bring together international Students and Community)
- Plan and organize the community Volunteer Income Tax Program (CVITP) in Collaboration with Canada Revenue Agency for Students in Commerce

## **OTHER EXPERIENCE AND VOLUNTEER ACTIVITIES**

### **President of AÉCUSA – Association of students in commerce, Université Sainte-Anne**

- Assist in advancing the goals and objectives of AÉCUSA
- Serve as a liaison between students in commerce and university
- Plan and establish agenda for all meetings
- Prepare and organize yearly activities
- Respond to inquiries from members regarding AÉCUSA activities

### **Member of SIFE Sainte-Anne: SIFE (Students in free Entreprise)**

- Promote entrepreneurship within the community
- Encourage financial literacy amongst high school students
- Organize information sessions for students, on why and how to make a budget
- Participate and present at SIFE's regional and National competitions