



CAREER HISTORY

Assistant Director

Digital Communications, Marketing and Digital Strategy

Cabinet Office (Secondment) | October 2017 – Present

- Provide technical expertise, advice and recommendations to senior management and staff on strategies to develop and implement digital communications priorities.
- Manage the development of a strategic communications framework for the development and implementation of technical builds, digital products and services directed to public and stakeholder audiences, including leading-edge strategies, plans and provision of services, and support for e-government initiatives and electronic service delivery
- Develop and coordinate digital systems and processes that are consistent with corporate communications policy, I&IT direction, and web standards.
- Lead teams in the development, implementation and maintenance of cost-effective digital solutions.
- Provide systems development, programming and consulting expertise to clients related to the use of open source web technology solutions using agile development methodology to meet business/program goals.

Senior Manager

Digital and Creative Services Unit, Communications Branch

Ministry of the Environment and Climate Change | November 2009 – October 2017

- Developed and coordinated digital systems and processes to be consistent with OPS corporate communications policy, I&IT direction as well as Cabinet Office and Ministry of Government and Consumer Services' web standards.
- Established and maintained effective working relationships and partnerships with IT and other corporate departments involved in supporting the ministry's enterprise web publishing infrastructure and social media properties (Facebook, Twitter, Instagram, LinkedIn and YouTube).
- Managed staff and provided ongoing leadership on all related digital activities and HR issues such as recruitment, training and staff development, delegating work, setting direction and performance standards, managing HR relations matters and creating performance development plans.
- Managed several functional units including digital asset development, video production services, social media community management, marketing, print collateral and web maintenance.

- Managed deployment of digital advertisement in support of priority communications initiatives.
- Supported data collection, visualization, cataloguing and other activities around Open Government initiatives.
- Coordinated project management activities often involving the management of external contractors including selection of the contractors through RFP/RFB process, proposal evaluations, and negotiation of contracts.

Senior Manager

Public and Stakeholder Engagement, Communications Branch

Ministry of the Environment and Climate Change (Secondment) | January 2015 – December 2015

- Responsible for logistics and operations for all key ministry events
- Developed and implemented communications strategies and provided strategic advice and input to the ongoing development and planning of the ministry's corporate communications agenda.
- Responsible for developing and maintaining partnerships with key stakeholders in promoting the ministry's public outreach programs and stakeholder engagement activities.
- Identified, monitored and analyzed public, stakeholder and community attitudes and issues, to provide the best possible strategic advice and insights into public attitudes on various policy initiatives and changes.

Project Manager

Director's Office, Communications Branch

Ministry of the Environment (Secondment) | September 2007 – October 2009

- Developed a strategic plan for internal web communications, which led to the successful completion of the Intranet Renewal and Redesign Project.
- Engaged in consultation and communications with program senior staff, client managers and senior management to ensure both corporate and program internal communication needs were addressed.
- Provided leadership to project team of branch staff, divisional content providers, IT partners, and external contractors engaged in content development, enhancement and technical redesign of the site.
- Intranet Working Group chair; managed all meeting materials and communications.

Web Coordinator Advisor

Creative Services and Technology Unit, Communications and Marketing Branch

Ministry of Community and Social Services | Ministry of Children and Youth Services
October 2003 – September 2007

- Effectively managed competing priorities as webmaster for two ministries with a wide diversity of requirements and as webmaster for the Ontario Early Years Centres.
- Led team in design and timely implementation of the ministry public and corporate Intranet web sites.
- Oversaw and coordinated the design, development and implementation of custom web site applications to meet client business requirements and to support ministry initiatives.
- Improved the ministry's website by developing new and revised enhancements and guidelines for public web applications and implementing security controls.
- Improved the ministry's business procedures by analyzing and advising on technical approaches/solutions and designing new products, including standards and guidelines for applications.
- Enhanced web site features by consulting with users, improving function and accessibility, and modifying web site contents and features using appropriate authoring tools.

Business Analyst

Information Management Group, Executive Council Office

Cabinet Office (Secondment) | February 2005 – October 2005

- Developed MOSAIC system which was released OPS-wide to aid in tracking of cabinet submissions.
- Provided technical development and support to corporate Intranet websites and client-side applications e.g. analyzing and designing new products for clients, developing web applications, web content, writing technical documentation, monitoring server and applications performance.
- Provided web services and windows development to internal clients by designing, developing and implementing custom applications that met client business requirements.

VOLUNTEER HISTORY

Course Lecturer

Cabinet Office – Training and Outreach

Ontario Public Service | November 2016 – June 2018

- Responsible for material and staff development workshops (Effective Social Media Use for Government)

Manager and Head Coach

Scarborough Royals Softball Competitive Program

Scarborough Softball | September 2004 – September 2010

- NCCP Coaching Level 1 and 2
- Responsible for team operations, event logistics, team budget and scheduling, player selection

Chair of IT Development Committee

Tomorrow's Ontario Public Service

Ministry of Government Services | February 2005 – January 2007

- Managed a development team consisting of members dispersed throughout the province that was tasked with upgrading the IT platform needed for membership communication

QUALIFICATIONS AND ACHIEVEMENTS

- Proficient in the following digital technologies:
 - Mobile Development (jQuery Mobile, XCode)
 - PHP, .NET, IDOC Scripting, Javascript, VBScript, HTML, HTML5, CSS, Vue, Node
 - Java Programming, J2EE, C/C++ Programming, VB.NET, C# .NET
 - Microsoft SQL Server, Oracle, DB2, Microsoft Access, MySQL
 - Microsoft Content Management Server, Microsoft Sharepoint, Oracle UCM
 - Windows Server Application, Unix Server, Windows Server
 - Adobe Creative Suite (Dreamweaver, InDesign, Photoshop, Premiere)
- Cabinet Office Communication's Spotlight Award for Events (2017)
- Niagara Institute – Executive Leadership Program (2017)
- Cabinet Office Communication's Spotlight Award for Digital Communications (2016)
- Climate Summit of the Americas (2015)
- Cabinet Office Communication's Spotlight Award for Internal Communications (2014)
- Cabinet Office Communication's Spotlight Award for Digital Communications (2012)
- OPS Innovation Fund Recipient for MOSAIC Project (2005)
- Computer Science Department Robotics Competition – First Place (2003)
- Student Emergency First Aid Response Team (2003)

EDUCATION HISTORY

The Conference Board of Canada - Niagara Institute (2017)

Executive Leadership Program

Ryerson University (2005)

Certificate in Business Management

University of Western Ontario (1999-2003)

BSch Computer Science and Software Engineering

Dean's List 2000-2001, 1999-2000 (Science)

St. Michael's College School (1994-1999)

Ontario Secondary School Diploma | Graduate M Recipient, Ontario Scholar 1999