

TESSA WOOKEY

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AREAS OF EXPERTISE

- ✓ Peak Performance & Lifestyle Coaching
- ✓ Holistic Nutrition
- ✓ Development /Execution of Sales/Marketing Strategies
- ✓ Iridology
- ✓ Homeopathy & Herbal Medicine
- ✓ Motivational Speaking
- ✓ Orthomolecular Medicine
- ✓ Addiction & Mental Health
- ✓ Client Intuition & NLP

PROFESSIONAL EXPERIENCE

Holistic Nutritionist, Iridologist & Life Coach

2016 - Present

The Herbal Dispensary, Toronto, ON

On site nutritionist working with walk-ins and referrals using nutrition, herbs, supplements and homeopathy to restore balance and optimal health. Focus on digestion, stress management, sleep and energy, hormone balancing, mental health and addictions, mood disorders, skin conditions, weight loss and disease prevention.

DIRECTOR & OWNER

2014 - Present

Asset Consulting Inc., Toronto, ON

Professional Life Coach focusing on young professionals looking to take their career to the next level, remove roadblocks and barriers to self growth using a myriad of motivational, goal setting and visual tools and visualization exercises. Secondary niche focused on women primarily in health and wellness, career and success, healing and empowerment.

DIRECTOR OF SALES, MARKETING & NEW BUSINESS DEVELOPMENT

2013 - 2014

The Food Dudes, Toronto, ON

Headed up newly created outbound sales department overseeing growth from small startup to medium sized business with 50+ full time employees overseeing 80+ yearly events. Developed sales training manuals, standardized policies and procedures, managed 5000+ prospect CRM, long-term e-blast strategy, managed twitter, facebook, linkedin profiles/campaigns. Expanded business into television/film production market – built new infrastructure, trained/oversaw staff on logistics and business strategy.

DIRECTOR OF SALES, MARKETING & NEW BUSINESS DEVELOPMENT

2011 - 2012

Catering With Style, Toronto, ON

Oversaw all aspects of prospecting, lead generation, closing of sale and event execution; implemented long-term sales and marketing goals for this upscale boutique catering and events company with clients including Menkes, TIFF, Harry Rosen, HELLO Magazine, The Room at The Bay and HBC.

CONSULTANT / INDEPENDENT CONTRACTOR**2011*****Sygnus Ventures, Toronto, ON***

In-house industry expert on digital investments for boutique Venture Capital firm. Advised on portfolio of 8 investment companies, providing market research on competitors, best practices, industry standards and due diligence for potential investments. Worked closely on organizational restructuring and rebranding for a marketing automation solutions company, created site copy for company website, creation of social media presence across multiple platforms and developed comprehensive sales and marketing strategy presentations on behalf of major shareholders.

SOCIAL MEDIA MARKETING STRATEGIST / CONSULTANT**2011 – 2012*****Insight Productions (Intervention Canada), Toronto, ON***

Consulted on long-term strategy for engaging audience and increasing fan-base. Oversaw management of Twitter and Facebook community pages and adopted live-tweeting campaign for duration of first season involving audience interaction with interventionists via individual Twitter handles (answering questions about episodes, characters, providing statistics, and information on partner sponsors). Art directed and produced all creative aspects of developing promotional online materials (photos, videos, etc.).

RECRUITMENT, MARKETING & FUNDRAISING**2009 – 2011*****Ve'ahavta: The Canadian Humanitarian & Relief Committee, Toronto, ON***

Managed a network of over 600 volunteers; recruited and placed volunteers for 10 local programs and 8 international projects via digital and online marketing strategies including 3 medical trips to Guyana, 2 health professional placements in Zimbabwe and Uganda

- Oversaw a team of 40+ volunteers for annual gala event with keynote speaker Sir Bob Geldof, raising funds in excess of \$800,000
- Provided both basic and intermediate training to all staff for Income Manager Fundraising Software – customized coding, implementing best practices, overhaul/upgrading of system

EDUCATION & TRAINING**BACHELOR IN ARTS WITH MAJOR IN POLITICAL SCIENCE, June 2005***Mcgill University, Montreal, QC***NLP BASIC PRACTITIONER, June 2008***National Federation of NeuroLinguistic Programming, Toronto, ON***CERTIFICATION IN FUNDRAISING & VOLUNTEER MANAGEMENT, November 2010***George Brown College, Toronto, ON***ERICKSON CERTIFIED PROFESSIONAL COACH, September 2014***Erickson International, Toronto, ON***CERTIFIED NUTRITIONAL PRACTITIONER (CNP), First Class Honours, December 2015***The Institute of Holistic Nutrition, Toronto, ON***CERTIFIED IRIDOLOGIST, June 2015***The Institute of Holistic Nutrition, Toronto, ON***CERTIFICATION IN HOMEOPATHY FOR BEGINNERS, November 2015***The Institute of Holistic Nutrition, Toronto, ON***VOLUNTEER WORK****KID COACH CREW CAPTAIN, 2014***Future Possibilities for Kids, Toronto, ON*