

RÉSUMÉ

PROFESSIONAL SUMMARY

Accomplished and energetic, with solid experience in business operations, community engagement and media. Goal-oriented professional with highly developed organizational and prioritization ability, and skills in business development, communications, marketing, media production and media creation. Strong interest and abilities in technology, digital media and all things mechanical. Curious and passionate about learning.

SKILLS

- Administration and management
- Strategic thinking
- Project management
- Advanced in *Adobe Creative Suite*
- Problem solving
- Media and communications
- Collaboration and teamwork
- Budgeting and bookkeeping

WORK EXPERIENCE

Co-founder and Production Engineer

Full Circle Visuals Inc., Edmonton, Alberta (June 2016 – June 2019)

- Managed the business operations towards profitability for two consecutive years after launch
- Developed and implemented the business infrastructure, including filing and records systems, financial and payroll functions and client contracts
- Analyzed financial statements, past and future projects, and other relevant data to measure goal achievement, profitability and determine areas needing focus or improvement
- Garnered new business through effective presentations and marketing strategies
- Produced multiple corporate and advertising videos as a producer, audio engineer and director of photography
- Oversaw the creation of a custom virtual reality tour app
- Collaborated on multiple 360-degree films, including an award-winning feature
- Spearheaded research and development and manufactured custom camera equipment

Community Manager, Communities Analyst

Postmedia Network Inc., Edmonton, Alberta (December 2013 – May 2016)

- Gained deep insight into Edmonton's and Calgary's entrepreneur community and identified key areas to add value
- Facilitated connection between Edmonton's and Calgary's entrepreneur community and the Edmonton Journal and Calgary Herald newsrooms
- Learned how to understand the needs of a community and identify how to develop products and programs that fulfill those needs
- Expanded my role to **Communities Analyst**, to oversee development of communities in Edmonton, Calgary, Vancouver and Toronto, and identified key aspects of local business, culture and strengths within each city

- Analyzed key performance indicators to implement strategies that successfully increased overall engagement and set ambitious yet realistic growth targets
- Led a national team in effective use of *Lean Startup* or *Agile* growth strategy
- Developed a thorough understanding of implementing marketing campaigns based on owned and earned media

President

Canadian University Press, Toronto, Ontario (May 2012 – August 2013)

- Led a large national non-profit organization, reporting to a board of directors and a diverse membership
- Managed a team of over 20 people across Canada
- Acted as a de-facto executive director and managed daily operations
- Managed a restructuring initiative, including changes to governing policy, administrative and financial practices, partnerships and stakeholder relations, and office relocation
- Supervised and coordinated the events associated with the 75th anniversary of the organization, including the national conference

Chairman and Chief Executive Officer

Canadian University Press Media Services Ltd., Toronto, Ontario (May 2012 – June 2013)

- Oversaw the closure of a subsidiary company that had experienced years of massive financial losses and ensured adherence to all legal requirements and that creditors were respected
- Collaborated with the board of directors to build a framework to enable customers to continue to receive media buying services through external providers

Photo and Graphics Editor

Students' Association of Grant MacEwan University, Edmonton, Alberta (June 2011 – October 2011)

- Provided editorial leadership for the university newspaper *The Griff*, including photography, layout and graphic design.
- Managed a team of volunteers including scheduling, and providing training and coaching for new photographers.

Mechanical Technologist

Hemisphere Engineering Inc., Edmonton, Alberta (May 2010 – August 2011, seasonally)

- Designed ventilation and plumbing systems for various construction projects, under the supervision of professional engineers
- Consulted with clients to ensure their needs were met
- Ensured adherence to regulatory requirements
- Developed industry-level project management skills
- Developed proficiency in *AutoCAD* design

Labourer

Clark Builders, Edmonton, Alberta (May 2008 – August 2009, seasonally)

- Supported construction of several major building projects, working closely with carpenters and equipment operators
- Gained first-hand experience and appreciation for site maintenance, safety, demolition, framing and operation of light machinery

VOLUNTEER EXPERIENCE

Technical Producer

“iso:” Edmonton International Fringe Festival, Edmonton, Alberta (March 2019 – November 2019)

- Produced and created the technical audio and visual aspects of the production, including projection mapping to blend recorded video with live performance and coordinated the technical crew
- Designed and art-directed all graphics for marketing and promotions

Team Member

TEDxYouth@Edmonton, Edmonton, Alberta (December 2013 – April 2017)

- Collaborated with organizers from Edmonton's two major school boards to coordinate four TEDx events focused on world issues from a youth perspective
- Designed the event website, provided graphic design and photography, and solicited sponsorship
- Oversaw the technical theatre setup at the live event and mentored the student volunteers

Photojournalist, Director

The Gateway Student Journalism Society, Edmonton, Alberta (October 2007 – December 2013)

- Worked as a photojournalist providing hundreds of published photographs and several news articles for the University of Alberta student newspaper
- Collaborated to launch The Gateway's multimedia section, adding video and audio to online content
- Chaired the Board of Directors and successfully oversaw a major publishing restructuring.

Board Member

Edmonton Journal Community Advisory Board, Edmonton, Alberta (September 2011 – May 2012)

- Provided feedback on new initiatives to editorial staff at the Edmonton Journal

RECENT AWARDS

- **Jury Best Film**
International Planetarium Society, Fulldome Show Awards (2018)
- **Team Multimedia Project of the Year, 2nd Place**
News Photographers Association of Canada (2014)

EDUCATION

Bachelor of Science in Mechanical Engineering

University of Alberta (2013)

CONTACT

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REFERENCES

Available upon request.

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