

## OBJECTIVE

A creative design professional with more than 20 years' experience in a broad range of project types, budgets, and media, with strong leadership, managerial, decision-making, and entrepreneurial skills and a big-picture and scrappy mindset. Seeking a creative leadership role where my skills can support a solid marketing team.

## WORK EXPERIENCE

### **CEO & Creative Director**

April 2013-February 2023

### **Square Thunder!**

Fredericton, NB

For nearly 10 years, I operated a successful business delivering graphic design and branding services. I've provided services for clients ranging from small local businesses to large Fortune 500 organizations. I design and implement branding and corporate identity, design systems, promotional materials, stationery, websites, media for online courseware, in-store graphics, and point-of-sale artwork. I create and manage corporate communications materials. Long-term key client secondments have included a SAAS & engineering firm for biogas, a networking/cybersecurity/eLearning company, and a broker in automotive mergers & acquisitions.

Responsible not only for the delivery of exceptional work product and managing multiple concurrent projects, but also for marketing and sales activities, ensuring that clients are matched with the best products and services for their needs, and for maintaining excellent customer relations. I supervise and manage sub-contractors and other service providers as necessitated by project scope requirements. I am required to effectively plan, schedule, and monitor projects and estimate time and budget requirements so that the work can be completed on time and within budget.

### **Entrepreneurship Coordinator**

March 2021-June 2022

### **New Brunswick Community College**

Fredericton, NB

As the Entrepreneurship Coordinator, I was thoroughly entrenched in the Experiential Learning team, helping to cultivate learning experiences to explore the entrepreneurial mindset and the path of self-employment as an option for work-integrated-learning. I managed four key projects, including budgets, for community-facing and student-focused program/project areas with the College:

- *OASIS* – I promoted this small-business mentorship program across New Brunswick, built relationships and networked with business owners and in the regional economic development ecosystem, coordinated training events, matched mentees with mentors, and helped business owners receive mentorship in their areas of self-identified need.
- *SparkNB* – a \$150,000 pitch competition funded primarily by Atlantic Canada Opportunities Agency (ACOA). I handled promotion, communications, awareness, stakeholder and partner engagement. Supervised administration of the program and the awards process, working with deadlines and overseeing the project budget, and reporting to college leadership, partners, and funders.
- *ENTR Course Development* – I served as Subject Matter Expert for the development of the Entrepreneurship Certificate of Achievement courses. I wrote, collected, and reviewed course content for seven micro-credential courses, liaised with the Learning Design Consultant and external SMEs. Collaborated with the NB Department of Post-Secondary Education, Training and Labour (PETL) and NBCC's department of Professional and Part-Time Learning. Managed the student registration processes, the instructors for the program, promoted the program internally with NBCC and within the community across the province, and engaged with prospective and enrolled learners.
- *Entrepreneur-in-Residence* – Helped promote entrepreneurship as a core competency within NBCC. Worked directly with students interested in entrepreneurship and supervised the EIR team. Engaged with faculty who conducted entrepreneurial activities and content in their classrooms and co-curricular learning activities, helping to deliver enriched learning experiences focused on entrepreneurialism.

**Entrepreneur-in-Residence**

January 2019-March 2021

**New Brunswick Community College**

Fredericton, NB

As the first Entrepreneur-in-Residence at NBCC's Fredericton campus, I provided guidance to students interested in exploring the path of entrepreneurship, intrapreneurship, or self-employment. I organized and delivered guest in-class presentations, workshops and/or other learning events to enhance student education and further connect aspiring entrepreneurs to experienced business owners. I participated in college entrepreneurship events, referred students to possible external networks and entrepreneurial programs such as community incubators and regional economic development entities as appropriate, and provided advice on finding training, mentorship, investment, and funding opportunities.

**Instructor**

August 2016-June 2018

**New Brunswick Community College**

Fredericton, NB

Instructed students in the Graphics and Communications Design program. Responsible for planning and preparation, instruction, grading, and mentoring students in the field of Graphic Design and communication. Subjects included business writing, communications, visual design, social media, marketing, business planning, motion graphics, user experience design, and more. Supervised student work placement/practicum for the class to ensure adequate work-integrated learning and other learning objectives were achieved. Mentored co-instructors on the use of instructional tools and procedures.

**Freelance Graphic Designer**

January 2000-April 2013

Fredericton, NB

Operated a part-time freelance graphic design practice, serving a broad variety of clients. Designed logos, brochures, websites, and promotional materials. Ensured consistent delivery of final products, developed and maintained effective client relationships. Project management to maintain timelines and stay within budgets. Effective time management was critical in order to dovetail this work with full-time work, family, and other commitments and activities.

**Graphic Designer & Photographer**

October 2002-April 2013

**Stantec Consulting Limited**

Fredericton, NB

Collaborated with subject matter experts to synthesize content for use in presentations, print pieces, proposals, and graphics. Designed printed promotional pieces including ads, brochures, posters, trade-show materials, proposal documents and publications. Ensured that materials complied with corporate branding requirements. Captured engaging and on-brand images of a broad variety of engineering projects & disciplines, as well as staff/corporate portraiture. Oversaw the usage of the annual regional photography budget and planned and executed photography services as required. Managed multiple concurrent work deliverables and engaged with internal clients from various levels of the organization and across multiple office locations.

**Multimedia Designer**

May 1998-September 2002

**Crescent Studio**

Fredericton, NB

Worked collaboratively with a team of designers and in conjunction with developers and project and client managers. Designed websites, typography, photography, multimedia assets, print materials, and corporate marketing collateral pieces.

# VOLUNTEERISM

I'm always involved in *something*. I recently spent a week volunteering doing hurricane cleanup work on Prince Edward Island. Each month I'm part of a team that helps serve at our local community kitchen. I play drums most weeks as part of the worship team at church. I'm the Assistant Chairman for our church business meetings. My wife and I provide respite services for a nearby foster family. When someone needs a hand, they know they can call on me for reliable and eager assistance.

## **Committee Member**

August 2018-December 2019

## **Startup Fredericton**

Fredericton, NB

Worked with the volunteer Executive Team (and under the greater umbrellas of Startup New Brunswick and Startup Canada). We helped build a cohesive entrepreneurial ecosystem in the greater Fredericton area through collaboration, strategic alignment of stakeholders, identifying opportunities for collaboration, avoiding duplication of efforts, and effective communication. We organized networking events and training opportunities and worked alongside other startup organizations and agencies throughout New Brunswick.

## **Head Trustee**

January 2017-December 2020

## **Faith Baptist Church**

New Maryland, NB

Oversaw team of Trustees responsible for the church building and grounds. On-call for building emergencies, plan and manage various maintenance, renovation, and upkeep projects. Communicated with other church leadership and members, and worked with the Finance Committee to budget for building repairs and upkeep.

## **Short Term Missions Team Leader**

June 2012

## **Canadian Baptist Ministries (CBM)**

Grand Goâve, Haiti

Led a team of 10 to build homes as part of earthquake relief efforts. Team building, training, organization, mission liaison, group supervision, fundraising, photography, communications.

## **Speaker, Club Executive**

2006-2010

## **Toastmasters International**

Fredericton, NB

Public speaking, planning, organization, coaching and mentoring, club promotion. Competent Communicator (CC), Advanced Communicator Bronze (ACB), Competent Leader (CL). Served on club executive for two terms. Competed in area speech contests.

## **Short Term Missions Team Leader**

December 2008

## **Serving in Mission (SIM)**

Addis Ababa, Ethiopia

Led a team of 12 volunteers to Ethiopia to provide childcare for missionaries during a conference and worked with AIDS orphanages. Team building, training and preparation, coordinated with the mission organization and the local team, organized travel logistics, supervised the team while on the field, led fundraising efforts, photography and communication with supporters.

# EDUCATION

**Language:** native English; Level 2 (Intermediate) reading, written, and oral competency in French

## **Digital Communications Diploma**

1997-1998

## **New Brunswick Community College**

Fredericton, NB

Graduated top-of-class in a comprehensive program of study including multimedia, graphic design, web design, and audio/video production.

## **Biblical Studies Diploma**

1994-1996

## **Heritage Baptist College**

Cambridge, ON

Completed a two-year program of study including Biblical overview, theology, music, and practical work.