

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 that bridges communications, marketing, education, entrepreneurship, and design.

WORK EXPERIENCE

CEO & Creative Director

April 2013-present

Square Thunder!

Fredericton, NB

For more than 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, 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 the biogas industry, a networking/cybersecurity/eLearning company, and a broker in automotive dealership 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.

