

**Achievements**

- Won Economic Developers Alberta (EDA) award in 2014 with Bon Accord for brand development for Observatory Park Concept to be developed by the municipality
- Won EDA awards in 2011 and 2012 with Sturgeon County for the event, website and promotional products categories
- Won Economic Developers Association of Canada national award for a brand created in 2009 with Strathcona County
- Won TR Labs' tenth-anniversary corporate identity competition in 1996 between six post-secondary schools in western Canada while attending Grant MacEwan College
- won Employee of the Month as Creative Director with Saflink Corporation after successfully developing an 80'x80' two-story trade show booth for Comdex 2003 in Las Vegas, NV. Awarded due to being a quick turnaround and well-messaged, impressive design. Design requirements ranged from working with a display vendor remotely in Washington state, plasma screen video development, and product collateral on disc with Flash interface as a giveaway

**Experience**

7/2021 - 7/2022

District of Central Saanich

**Community Economic Recovery Coordinator**

- This role is a two-year term position with a focus on assisting the District and its businesses in recovery and resiliency
- Worked on the development of a recovery strategy for the District with a Council-appointed Task Force and Administration to develop a Community Economic Resiliency Action Plan (approved by Council 6/22)
- Conducted business walks across the community promoting District efforts on recovery, other grants programs and additional recovery resource information
- Continuously network with community groups and associations across the District
- Started regional tourism meetings with other municipalities, BIA in Sidney, Malahat Nation, Cowichan Valley Tourism, Southern Gulf Islands and operators like Butchart Gardens, Wilsons Group, Brentwood Bay Resort, Malahat, SeaCider to bring collaboration on destination development with the intent to hand off to Tourism Vancouver Island to continue
- Worked to bring healthcare stakeholders on the Peninsula region to look at healthcare similarly to any other economic development sector and work at solutions to staffing and housing
- Successfully leveraged the South Island Prosperity Partnership (SIPP) to host monthly regional EDO networking to collaborate with each other and SIPP (similar to tourism networking)
- Compiled and redesigned collected economic, community, workforce, and geographic data into a new community profile, agriculture sector highlights, and new business start-up kits
- Worked with local School District career development to promote their work experience programs to businesses

**Accomplishments**

- Brought the District into collaboration across the CRD region with other communities relating to economic development and tourism product development discussions with operators, regional local government, and the Island's regional tourism development organization (4VI – Tourism Vancouver Island)
- The Community Economic Resiliency Action Plan provided the District with the foundational direction and understanding of community economic development as a municipal activity since it was not a position the District had had before.

Experience continued →

Municipal government experience, working with and being a consultant for numerous projects

Highly skilled in business and market development

Participated in or lead numerous working groups and committees, interacting with industry representatives and governing bodies concerning design, operations, and marketing initiatives

Extensive product, brand development, and implementation experience

Research, development, and implementation of new media environments to enhance reach and frequency of message

Host of workshop sessions on branding, marketing, and customer service training

11/2020 to 2/2021

Northern BC Tourism Association

### Marketing Plan Consultant

- Worked with tourism operators to develop marketing plans across northern BC to aid in pandemic recovery planning under the Northern BC Tourism Resiliency Program

### Accomplishments

- Worked with 11 operators one-on-one to aid them through the challenges of the pandemic. All operators needed product development support before marketing, so that effort was a higher focus outside the contract's scope. The additional effort provided the ability to make the marketing more effective by determining the product to be marketed more effectively.

5/2019 to 7/2021

Wheatland County

### Economic Development Officer

- Built the County's first economic development department aligned with the preexisting economic development strategy
- Worked with other departments, Council and Economic Development Board to lead the development/implementation of an in-house tactical brand to promote investment attraction, planning and development processes and tourism visitation
- Designed and developed a website and social channels for tactical brand
- Developed and implemented a strategic partnership program with Grow with Google to work with small and medium businesses - certified as a Google Trusted Verifier for MyBusiness (the only person in Alberta)
- Developed video outreach (through pandemic pivoting) by creating extensive YouTube and podcast support content
- Provided coverage for the Communications department during a maternity leave

### Accomplishments

- The success of the strong brand story brought the County into a concise value proposition and community story. Before the department's creation, large development projects and interest in the County were uncommon. With the brand story developed and then approval of expanding the department, the County moved to an investment attraction focus and approved tax incentives. The WC brand was easily pitched with success with new investment coming to the County, including large solar farms, and recently a \$210 million development of a gypsum board manufacturing facility with 200 construction jobs and 100 FTE positions when in operation.
- The WC brand was created entirely in-house and, within six months of the creation of the WC, provided the Council motivation to adopt the County's corporate visual brand and story to mirror the economic development WC brand.
- A tourism product created under the WC brand Tour 564 (driving tour) was taken on by the local regional Chamber of Commerce to involve the Town of Strathmore and the three villages within the County to take advantage of the product's marketing and product connectivity with tourism operators.
- A number of tertiary brands were also created under the WC brand, and they are WC Mercantile (agriculture and agritourism initiative), WC Experiences (tourism), Tour 564, and WC Energy (green energy development)

Experience continued →

9/2017 to 1/2019

AdvantageHOPE (Hope Business and Development Society, BC)

### Executive Director

- Managed economic development activities, tourism marketing and product development through the District of Hope arms-length agency
- Managed the 10th busiest Visitor Centre in BC and the Hope Museum
- Developed customer service training program, and AdvantageHOPE was then contracted through WorkBC and Manning Park Resort to do training
- Developed new corporate branding for the agency and design of the Destination Marketing Organization business unit (Hope - Cascades & Canyons)
- Developed AGM and quarterly District Council reporting and supported annual external audit
- Created and improved human resource policies, other governance, and operational tools such as MOUs, contractor reporting, and enhanced municipal communication with the Society's members
- Wrote and managed operating and infrastructure grants for the Society (provincial and federal)

### Accomplishments

- Worked with consultants and secured Municipal and Regional District Tax with Destination BC and the Ministry of Finance for the agency after it was attempted repeatedly since 2003 to provide secure funding to market tourism for the Destination Marketing Region of Hope Cascades & Canyons.
- Rebuilt the Board, which had dropped to 6 of 11 directors
- Introduced astrotourism (dark-sky tourism) to BC based on my previous experience in Alberta. The new product was brought to Manning Park Resort to provide additional visitation interest in the Fall shoulder season. The first designed weekend event in October 2018 was a sell-out for rooms at the resort. It involved new partnerships with the Royal Astronomical Society Vancouver at SFU, Chilliwack Public Library, and Hope Cascades & Canyons. The resort now runs various astronomy programs across all its offerings throughout the year.

11/2015 to 8/2017

Kneehill County

### Economic Development Officer

- Designed the County's first economic development department with a three-year strategic plan and operating budget
- Worked with existing businesses on marketing support and clustering strategies to have businesses work together on joint marketing and product development
- Supported sub-region and central Alberta regional economic development officers on partnership initiatives.

### Accomplishments

- Once a strategy was developed and a pitch of incentives for locating in the County, I worked on attracting a 70,000 sq. ft. Prosciutto, salami, and other dry-cured meat processing plant. This plant has recently added a 20-acre greenhouse valued at \$42 million.

Experience continued →

11/2012 to 10/2015

Town of Bon Accord

### **Economic Development Manager**

- Designed and developed a business case for a multi-use educational and cultural facility with a provincially grant-funded business case (Bon Accord Observatory Park)
- Developed and managed department operating budget, presentations, and reports to Town Council
- Represented Bon Accord with board positions (Economic Developers of Alberta, Edmonton Regional Tourism Group, Greater Edmonton Economic Development Team, and Sturgeon Regional Economic Development Committee)
- Managed planning department and external planning firm
- Developed media releases and conducted interviews (phone, television, and in-person)
- Maintained the corporate website and the Summer Skies Equinox event site
- Conceived and directed events promoting Town and economic development initiatives (open houses, luncheons, and breakfasts)

### **Accomplishments**

- Developed a community brand and won Bon Accord, an international designation through policy and bylaw development as Canada's first International Dark Sky Community and created the Summer Skies Equinox event. The Equinox event attracted 1,200 people in the first year and eventually expanded to 5,000 visitors in its prime. Astronaut Chris Hadfield was a guest at Equinox in 2016.

03/2015 to 08/2015

Town of Bon Accord

### **Acting Chief Administrative Officer (CAO)**

- Oversaw finance, public works, community development, human resources, and leadership assistance of all departments
- Led all deliverables and support for Town Council

5/2010 to 11/2012

Sturgeon County

### **Economic Development Coordinator**

- Developed and managed two economic development sectors in agriculture and tourism
- Conducted workshops and continued support to businesses in growing social media networks to aid in marketing
- Created and managed a value-added agriculture initiative focused on local food development with County agriculture producers and processors and market the initiative product (Sturgeon County Bounty) throughout the Capital Region working with multiple associations that expand the sector value-chain
- Designed all department promotional materials in many mediums
- Created and deployed smartphone app to Apple and Android platforms
- Designed and maintained department websites, Start in Sturgeon and Sturgeon County Bounty

### **Accomplishments**

- Created the 'Start in Sturgeon' award-winning economic development brand, which is still highly purposed by the County to this day for investment attraction and business retention and expansion activities.

Technical, Achievements, Education →

- Worked on the event design of Canada Day in Sturgeon County in 2011, working with the Edmonton Garrison, where we hosted 60,000 people at the Garrison. That same weekend we also partnered with Boonstock, an outdoor music festival over the holiday weekend with 50,000 visitors.
- Hosted a regional annual business symposium with about 300 attendees and arranged speakers and dignitaries from Alberta's Industrial Heartland and celebrities, for example, from Dragon's Den.

## Technical Experience

- Experience with both Mac and PC platforms (XP through to Windows 11)
- Software knowledge includes a mid to high level of knowledge of Adobe CS, MS Office, Google G-Suite and Office365.
- Introductory knowledge of 3ds Max, Swift 3D, Cinema 4D and SharePoint.
- Experience with Web Trends, Google Analytics, AdWords, Facebook, LinkedIn, Wix, WordPress and GoDaddy

## Education

- 2017 - Nanodegree - Digital Marketing - Udacity University (ongoing)
- 2014 - Certificate in Municipal Management & Leadership Program - Alberta School of Business - University of Alberta
- present - Public Relations Diploma (60% complete) - MacEwan University
- present - Economic Development Certificate (Year 2 completed -need to write an essay) - University of Waterloo
- 2006 - Visual Communications Diploma - Computer Graphic Design Major – MacEwan University
- 2005 - Marketing - Business Management Program (single course) – MacEwan University
- 2008-2009 Toastmasters International member
- Industry Canada Certification - Amateur Radio License - Basic

## Boards and Committees

- Strathmore & Wheatland Chamber of Commerce 2021
- Gold Rush Trail committee 2018
- Edmonton Regional Tourism Group (Sturgeon County & Bon Accord) 2010-2015
- Economic Developers of Alberta 2013-14
- Beaver Hills Initiative 2008-12
- Royal Astronomical Society of Canada - Edmonton Centre (Nat'l Council Rep) 2008-10

## References

- available upon request