

## Objective

To provide expert, high quality and affordable writing, administration and communication specialist services to small businesses, independent professionals and non-profit organizations.

1999  
1996  
1986

**Public Relations Diploma**, Grant MacEwan Community College  
**Bachelor of Arts, University Transfer Diploma**, Grant MacEwan  
**High School Diploma-Honors**, Hapnot Collegiate

## Work history

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May 2000 – Present

### **Administrative/Executive Assistant**

EWI Works, Ergonomics Consulting & Training Services, Edmonton, AB

- Wrote and produced public relations, advertising and marketing materials, including press releases, biographies, articles for the online newsletter, internal and external business communications.
- Wrote, as main contributor, corporate blog utilizing WordPress.
- Contributed to the design and development of the new corporate website and business stationary.
- Updated home page content regularly.
- Developed trade show booths, trade show marketing plans and participated in trade show events to promote the company.
- Proofread, edited and designed corporate training manuals, reports and PowerPoint training presentation materials using various desktop publishing software.
- Developed, composed, and communicated corporate “privacy policy” and “violence in the workplace” policies and procedures.
- Developed promotional and instructional brochures in addition to the promotion and administration of web-based ergonomics training course.
- Conducted research to assist in report findings and recommendations.
- Liaised with corporate bookkeeper, accountant, and corporate lawyer to seek company financial and operational advice.
- Assisted in the preparation and delivery of RFPs from potential clients.
- Established solid rapport and interacted professionally with all clients, sub-contractors and suppliers to develop loyalty, confidence and promote EWI Works.
- Booked flights, hotels, and other travel arrangements as well as prepared customs immigration papers for consultants.
- Organized meetings with clients, answered phones and coordinated all internal and external communications.
- Performed general administrative duties such as data entry, payroll, filing, accounts payables, client invoicing, and bank deposits.

May/June 1999

### **(Student Practicum) Marketing/Public Relations Assistant**

The Arden, Municipal Live Theatre, St. Albert, AB

- Researched performing artists to write promotional material.
- Assisted in the planning, execution and analysis of the 1999 Northern Alberta International Children’s Festival.
- Booked media interviews with artists and acted as the liaison between the media and artists.
- Prepared communication plan for the 1999/2000 dance series.

1996 – 1998

**Office Manager**

Abalon Construction, Foundation Repair, Edmonton, AB

- Composed internal and external communications.
- Wrote radio advertisements.
- Organized company events for contractor and employee appreciation and staff Christmas parties.
- Processed accounts payables/receivables, payroll and monthly job cost reports.
- Collected payments from clients and processed bank deposits.
- Responded to incoming requests from potential customers and arranged appointments with sales staff and potential clients.
- Liaised with sub-trades to authorize purchase orders, relay messages and process contract payments.

1991-1994

**Sales Associate/Ophthalmic Dispenser**

Shopper's Optical, Edmonton, AB

- Gained recognized customer satisfaction and loyalty through developing effective and professional rapport with clients.
- Advised patients on product selection, verified orders and checked lenses for accuracy.
- Calculated inventory and ordered stock.
- Arranged Edmonton wide corporate Christmas party.

1989-1991

**Manager/ Sales**

A & A Records and Tapes, Edmonton, AB

- Interviewed, hired, supervised and trained staff as well as new managers.
- Provided recognized customer assistance.
- Created award winning store display through Trident/A&A Records promotion.
- Analyzed and ordered stock.

1988-1989

**Assistant Manager**

Famous Players Theater, Edmonton, AB

- Interviewed, hired and supervised personnel.
- Processed accounts payables, payroll and stock inventory.
- Assisted in the development and execution of city wide corporate staff training seminar for Famous Players and Ciniplex Odeon.

1987-1988

**Sales Clerk**

Discus Music World, Winnipeg, MB

- Assisted customers.
- Created store displays.
- Assisted in annual inventory.

## Additional information

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Volunteer Work:

**Shift Leader/Pledge Line**

CKUA pledge drive, 1999 – Present

- Supervised pledge line staff.
- Communicated with donors.
- Processed online and telephone donations and cashed out at end of shift.

**Planning Team**

Athabasca University Degree Launch, Spring 1999

- Assisted in planning, writing and communication and organization of Degree Launch event.

Accomplishments:

Awarded certificate for top sales at John Casablanca's Fashion Career Institute.

Assisted in organizing a successful motivational seminar for Famous Players Theater staff.

Proficient in MS Word, MS PowerPoint, MS Publisher, MS Outlook, Internet and Excel.

Successfully completed Dale Carnegie Communications Course.

Completed ING Edmonton marathon, 2008 and gained a PR in the St. Albert Fall Classic half marathon, 2008.

Interests:

triathlon, running, travel, writing, reading, researching, learning new skills, cooking.

References:

Available upon request