
OBJECTIVE

Self-employed in the print and online media industries, now seeking a position which takes full advantage of my broad skill set, long experience, and natural abilities. Keenly client-focused and deadline-driven, looking to bring my exceptional teamwork, coordination, and communication skills to inspiring work and dynamic teams. Particular interest in environmentally and socially progressive firms & projects.

STRENGTHS & SKILLS

Outstanding written, visual, and verbal communication and presentation abilities. Highly organized and forward-thinking. Natural planning, collaborative, and coordination skills. High-level conceptual/strategic, all the way down to attention to fine details.

Working to intermediate to advanced skills in MS Office, various Adobe CS5, HTML, CSS, social media. Working knowledge of SEO/SEM, brand management, internet marketing. Quickly learn and apply new skills, processes, technologies: trained or self-taught. Training and seminars in Leadership Through Quality, Constructive Negotiation, Project Management, Process Re-engineering.

Years of experience working with people of a wide range of ages, cultures, levels of technical knowledge, and educational and professional backgrounds. Environmentally and socially conscious.

WORK EXPERIENCE

1996-present

Owner, Consultant. Designer, Writer, Photographer.

Lexnight Communications. Ottawa, Calgary.

Develop, maintain small organizations' web sites and social media presences. Provide technical and marketing advice. Provide original graphics and photography for widely varied print and web projects. Research, write, and edit for web, promotional, and reference projects. Collaborate and coordinate with a wide variety of clients' other suppliers.

March 2010-March 2011

Marketing & Communications Director.

Calixica Holistic Spa Boutiques. Calgary & Vancouver.

Entire company brand development. Manual writing/editing. Website/social media development and management. Design and coordinate all promotional materials: print and online. Photography. Technical support. Champion sustainability in business practices.

1995-1996

Test Manager and Systems Analyst.

Xerox Corporation. Rochester, NY.

Managed U.S. and Canadian customer field tests of pre-release Xerox hardware and software. Conducted demonstrations of Xerox future products. Project-managed installation of new Customer Engagement Lab.

1985-1995

**Document Processing & Applications Team Leader,
DocuTech Solutions Specialist, Graphic Designer.**

Xerox Corporation. Rochester, NY.

Designed & developed document publishing solutions. Developed and migrated new solutions to production environment. Wrote training manuals, trained production and sales staff. Supervised Document Processing and Applications Team. Led plant-wide process re-engineering and recycling teams. Developed customer education materials. Conducted tours and demos.

EDUCATION

2003-

Environmental Management Certificate

University of Calgary. Calgary, Alberta.

1990-1993

A.A.S. Natural Resources Conservation

Finger Lakes C.C.. Canandaigua, New York.

1984-1985

Illustration (GPA 3.25)

Syracuse University. Syracuse, New York.

1983-1984

Fine Arts (GPA 3.46)

State University of New York. New Paltz, New York.

ACTIVITIES

1991 to 1996 volunteered on Conservation Board in a progressive upstate New York community, dealing with environmental aspects of local land developments. Mapped conservation plans, conducted field inspections, represented the Board at public meetings. In 1994 accompanied town officials to Albany to receive a state-wide award for excellence and innovation in land-use planning. Received awards for exemplary initiative, commitment and professionalism and for achieving first nationwide digital distributed print production.